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MAY 1983

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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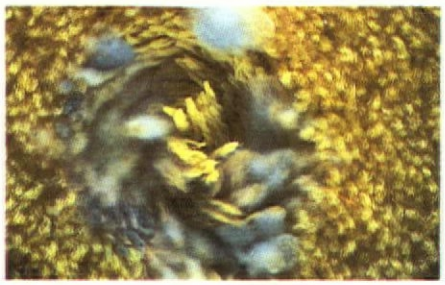
FUTURIST TO PROJECT '90S JOB LOCATIONS

- 25 nations will be represented at NEOCON International
- Specialty products group exhibits on four floors
- Midwest AIA, facilities managers to boost attendance

HaloFresh
keeps carpet hygienically fresh.

These laboratory evaluations demonstrate the capabilities of HaloFresh. In every instance, HaloFresh substantially inhibits microbial growth. HaloFresh combats destructive, odor-causing bacteria, mildew and fungi to help keep carpet hygienically fresh.

In this first test, Anso IV nylon with HaloFresh was used to create the word "HaloFresh" in an ordinary nylon carpet. The carpet was then sprayed with a nutrient solution containing two types of fungus, common green and black mold, and placed in a tropical chamber for 10 days. The virtually complete absence of growth in the HaloFresh protected area "speaks" for itself: HaloFresh is effective when the most ideal conditions for microbial growth are present.



In this second test, carpet samples of Anso IV nylon with HaloFresh and ordinary nylon were heavily soaked with milk and left to stand for 30 days. The unprotected carpet shows extensive microbial growth while the HaloFresh protected sample shows none. Demonstrating that under normal conditions HaloFresh protection works to inhibit bacteria, mildew and fungi growth even when spills and soiling are left unattended for weeks.

In this last test, a carpet sample of Anso IV nylon with HaloFresh was placed in a small dish and sprayed with a fungus/nutrient solution. Note that the fungus grew only around the edge of the dish: and note especially the fungus-free circular area around the carpet. This "zone of inhibition" created by HaloFresh is a significant benefit. It means that HaloFresh can "reach" through coverings of soil and nutrients to combat microbes even though there is no direct microbe-to-fiber contact.

HaloFresh
helps maintain carpet appearance and extend carpet life.

Because HaloFresh provides built-in antimicrobial protection for the effective life of the carpet, the possibility of damaging stains, discoloration, or delamination occurring from fungi, mold or mildew is greatly reduced. HaloFresh not only means hygienic freshness: it means protection that will help the beauty of new carpet last.

Anso® IV HP nylon with Hal

NY SCHOOL OF INTERIOR DESIGN
002652

The only fourth generation, heavy-denier nylon proven for commercial use.

This book may be kept

Heavy-denier, high-performance Anso IV HP nylon—backed by a 10 year wear warranty direct from Allied—is recognized as today's premiere contract carpet fiber. And now HaloFresh protection makes it even better.

- Higher denier filament means far greater strength, resiliency and texture retention—with less surface area to soil.
- Chemically modified to resist soil and stains.
- Built-in lifetime static control.
- Proven to lower actual soiling and reduce maintenance costs and problems.
- A 10 year wear warranty direct from Allied to the end-user, the strongest wear warranty you can get.

Anso IV nylon with HaloFresh is also available for contract carpets.

The full antimicrobial protection of HaloFresh is available with commercial Anso IV nylon—the first fourth generation nylon. It offers all the time tested and proven performance features of Anso IV HP nylon in a standard denier fiber with a 5 year wear warranty.

Contract carpet of Anso IV and Anso IV HP nylon with HaloFresh offers new performance benefits for every end-use market.

For hospitals, hotels, recreational facilities, restaurants, schools, nursing homes—for those market segments that demand sanitary conditions—HaloFresh means hygienic freshness. But these are not the only market segments that need the protection of HaloFresh. The conditions for microbial growth from soiling, spills, leaks, condensation and moisture—and the odors and stains that result—are possible in any commercial environment. By specifying Anso IV and Anso IV HP nylon with HaloFresh, the carpet will always have protection against the possibility of damaging microbial growth... and all the performance benefits of Anso IV nylon, too.

ALLIED CORP. NYLON
Anso® IV HP
with **HaloFresh**™

From the People at Allied...
We're keeping you one step ahead.

Allied Fibers & Plastics
An ALLIED Company
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Artec

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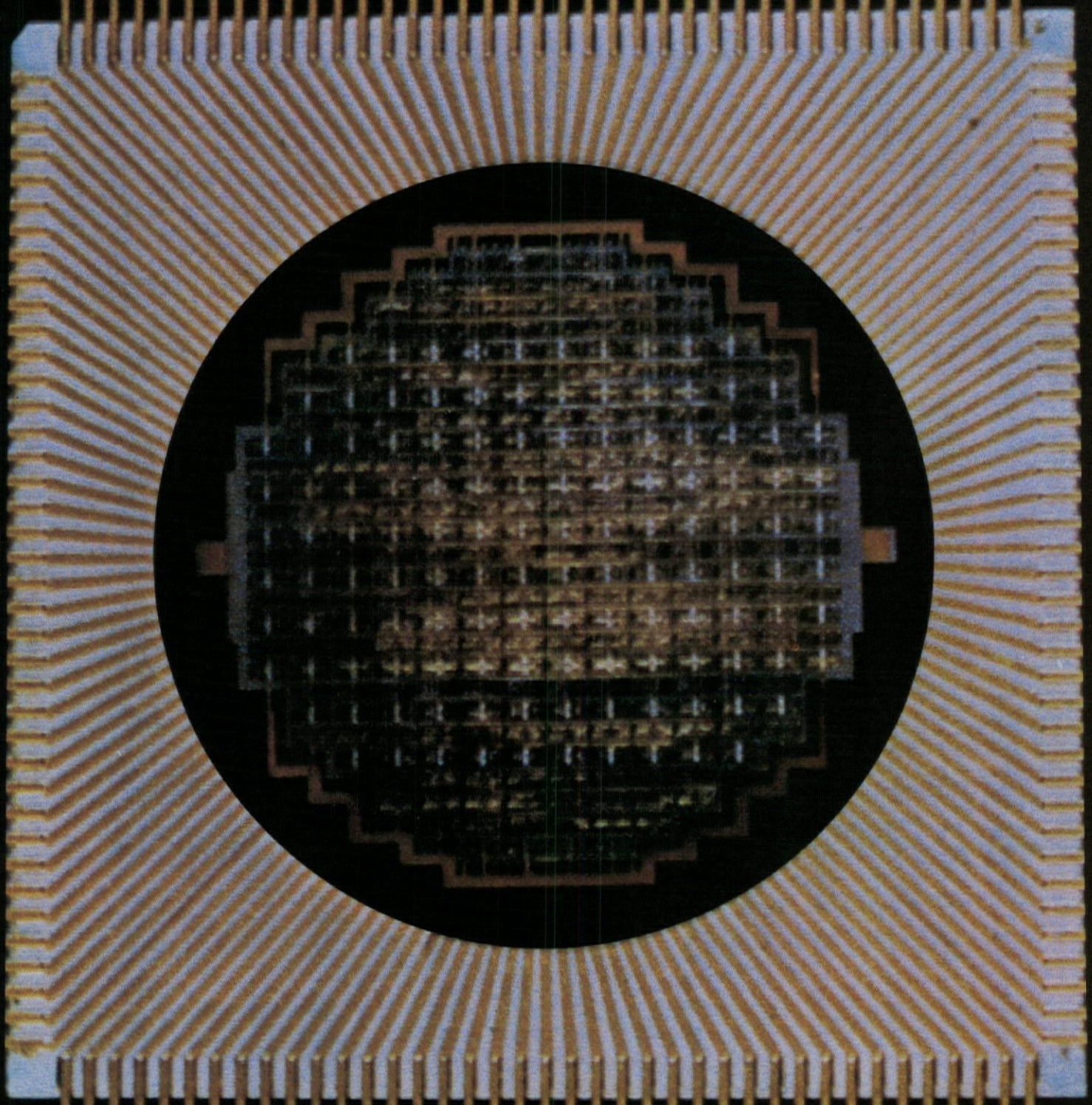

Responding to the future
NEOCON '83 • Space 825

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VOL. 25 NO. 5 May 1983

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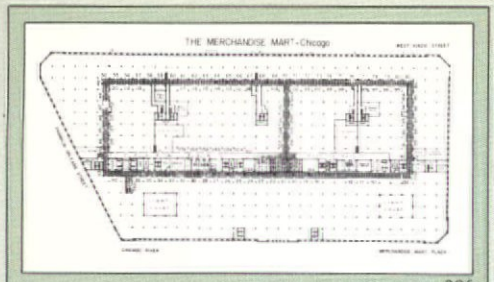
THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE



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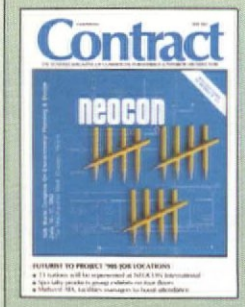

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Cover–*NEOCON tallies up 15 years of service to the contract industry, represented in this logo for the June 14-17 event at the Merchandise Mart, Chicago. Cover design by graphic artist George Koizumi.*

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June: NEOCON 15 At-Market Issue—Late-breaking show news; will receive bonus distribution at NEOCON. Contract carpets—Latest developments in fibers; floorcoverings. Executive Buyer Edition/Fed'l Gov't. Design—Overview of timely projects. CONTRACT/IBD Product Design Competition Retrospective: Features past prize winners. Computer/CAD Software Update. Preview of International Carpet Show, Atlanta. Business & Institutional Furniture Manufacturers Assn. (BIFMA) Update.

July: 11th Annual Open Plan Specifier's Guide offers comprehensive directory of selected products, sources, and services for the designer/specifier of open plan installations. ASID Show Preview gives advance coverage of the American Society of Interior Designers annual convention and product exhibition. Plus, Lighting Product Review, Wire & Power Management Update, and Plants & Planters Review.

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CONRACT ISSN 0010-7832 is published monthly by Gralla Publications, 1515 Broadway, 24th Floor, New York, N.Y. 10036. Phone (212) 869-1300. Subscription price one year $14 two years $21 for firms and individuals who specify design, buy, or replace contract furnishings. All other U.S. subscriptions $36 per year. All Canadian and Mexican subscriptions $16 per year for qualified subscribers and $36 per year for non-trade. All other foreign subscriptions $65 per year. Single copy $4. The publisher assumes no responsibility for opinions expressed by editorial conbributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publisher standards.
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POSTMASTER: Send address changes to CONTRACT Circulation Dept., Rm 930, 1501 Broadway, NY, NY 10036. Send Second Class postage paid at New York, NY and additional mailing offices.

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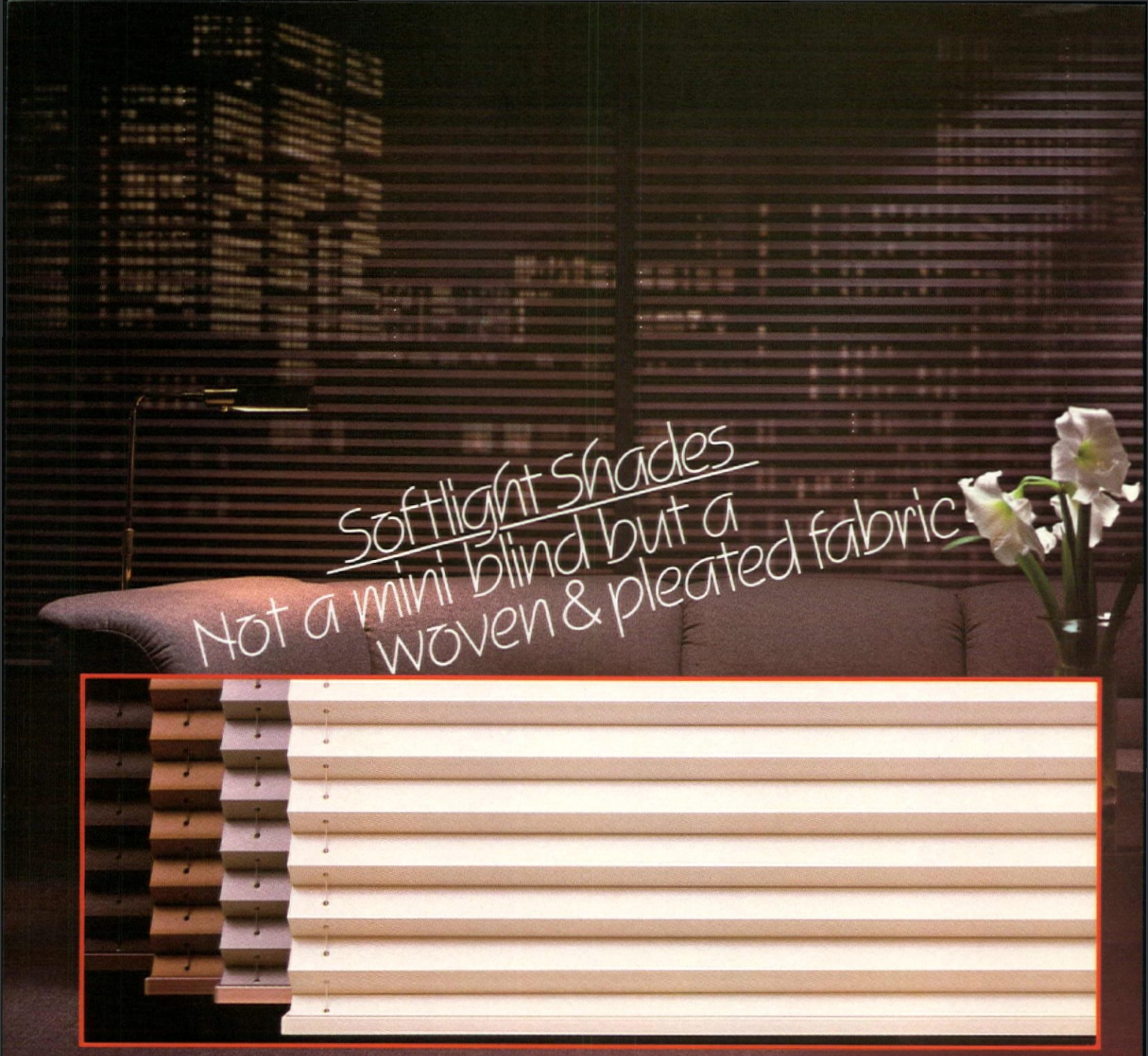

NOW THE CHOICEST LOOK IN WINDOW WEAR COMES IN A CHOICE OF OVER 70 STYLES & COLORS.

Choose from Linen and Hopsack Prints, Sheers, Batiste and the original Vista line. Softlight Shades' horizontal pleats create the crisp, classic look of metal blinds yet do it with a softer touch in beautifully woven polyester fabrics that range from versatile neutrals to popular earth tones, and from softly transparent to semi-opaque to suit your exact specifications for light control, energy control, view and privacy. There's even a metalized version that reflects summer's heat and glare up to 87%.

del mar
softlight shades

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THE 56 M.O. SYSTEM

The new, executive office environment with more than 10 functional adaptations. Elegant in look...made with renowned Roffman quality...available in varying sizes and woods. Brochure available.

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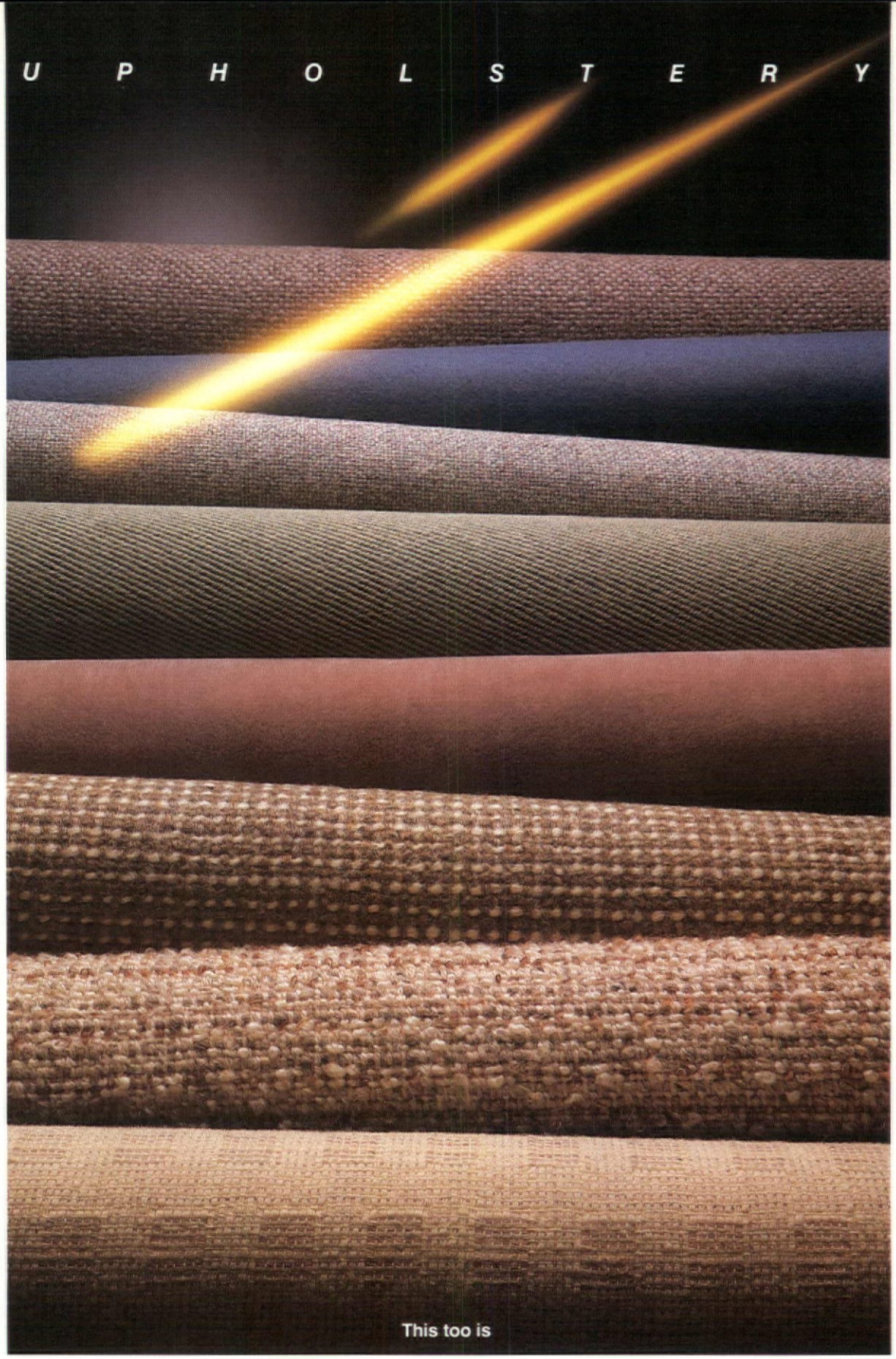

Carnegie

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Tuohy

080 Armchair Group

Tuohy presents the 080 Group
as a classic statement in elemental design.
Design clarity and engineering excellence are combined
to make the 080 Group a highly usable resource
over broad product applications.
Moreover, it maintains this applicability under
some of your tightest budget constraints.

080 Armchairs are available in
open back and full back arrangements. Leg frames
may be sledded or open leg. Upholstered arm panels are available
on all full back chairs. Standard hardwood species are
oak, mahogany and walnut.

Additional information on the 080 Armchair Group, and
other fine furnishings from Tuohy, is available through your
Tuohy representative, or directly from
us at 1-800-533-1696.

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Tuohy Furniture Corporation
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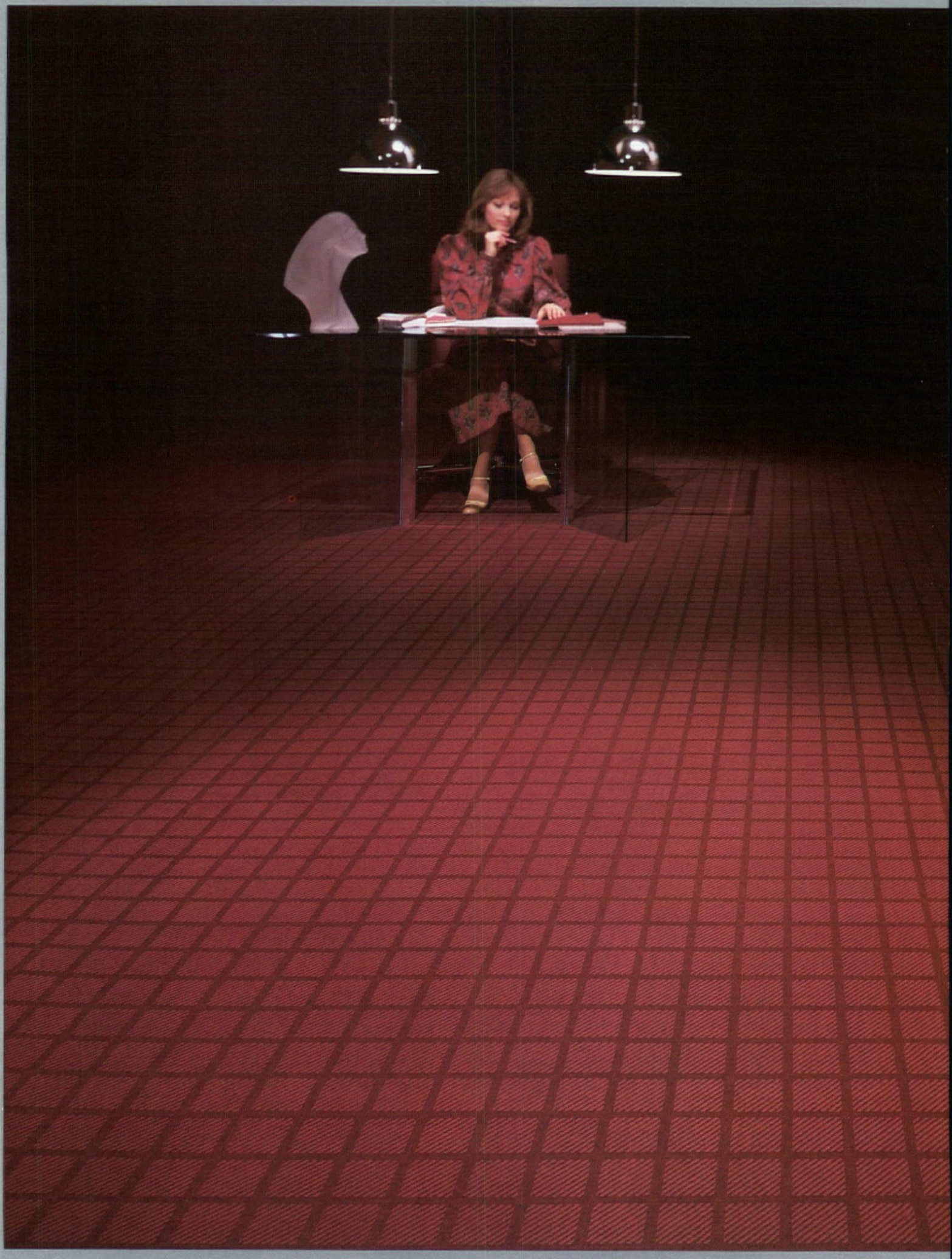
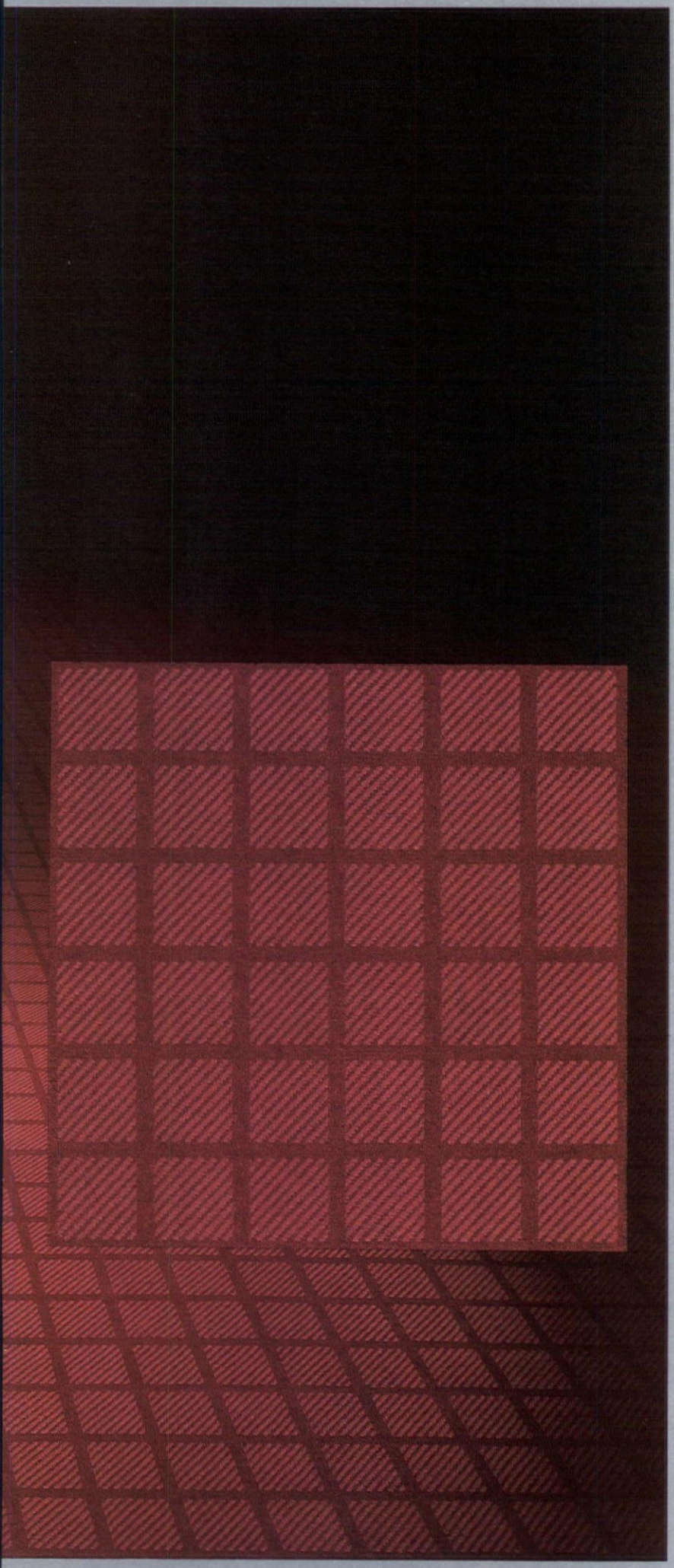
Merchandise Mart: Space 1057





Turn on the lights.

Turn to Milliken for the first light-on-dark tonal textures in modular carpet. A design innovation only possible through the capabilities of the patented Millitex™ machine.

Sophisticated, contemporary and exclusive, the light-on-darks are part of the durably beautiful TextureMates™ Collection in high-performance Du Pont Antron® XL nylon. They're proven performers, because the base carpet is Milliken's Corporate Square®/Nova fusion-bonded modular, featuring Milliken's 10-year wear guarantee.

Light on dark, plus tonal texture, plus quality modular. It's a totally new dimension in contract carpet, to turn your creativity in wonderful new directions...and it's only from Milliken.

For further information on Millitex and the TextureMates Collection, contact your Milliken Carpet Dealer or Milliken Contract Carpets, P.O. Box 2956, LaGrange, GA 30241.

For new dimensions in carpet technology, contract America looks to Milliken first.

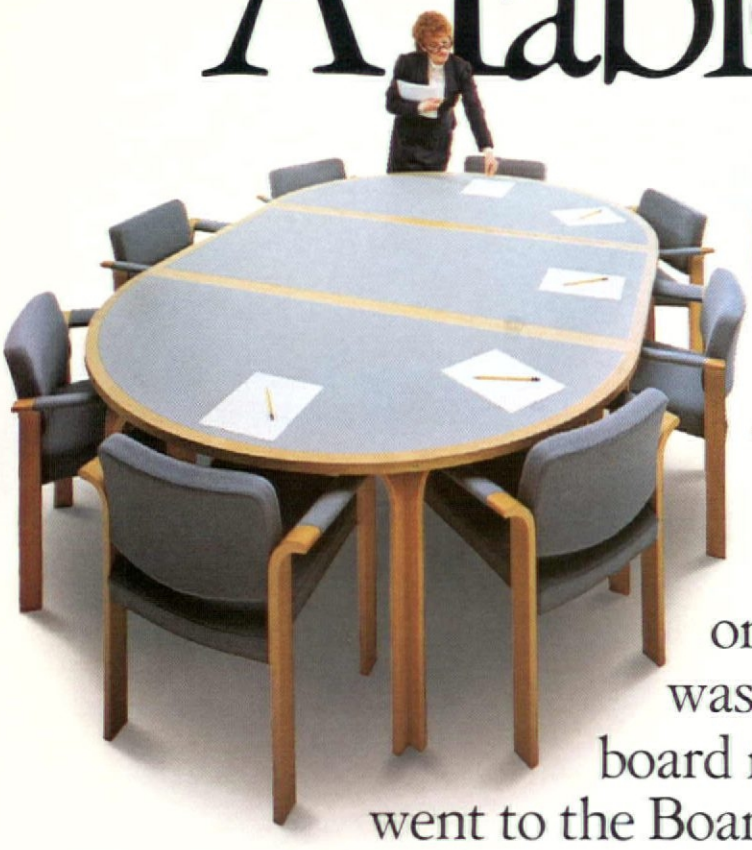
Circle 11 on reader service card

Milliken presents "Profiles of Success" at NEOCON June 12-17 Chicago Merchandise Mart Space 1825.

MILLIKEN
CONTRACT CARPETS

DU PONT
ANTRON® XL

A Table Fable



nce there was a man named Harry Harker who was regional manager of Framis, Framis and Framis.

Harry arrived at work one morning only to find that Finchley Framis was flying in from Fresno for a board meeting. Hurriedly, Harry went to the Board Room and found a ◐ shaped Domino Table that had been set up for a lunch time market briefing and combination poker game (dealer's choice, jacks or better to open). Acting quickly, Harry directed his assistant to have a ▮ placed in the ◐ to make a ◖▮◗ for the meeting with Finchley.

Then, Finchley's father Frank and sister Frieda phoned from Frisco to say they were coming, too (more people!). So Harry added another ▮ to the ◖▮◗ by turning both ▮'s sideways to make a large ▬ for the expanded Framis board meeting.

Finchley, Frank, Frieda, Harry and all the other members of the Board of Framis, Framis and Framis had a splendid session (there was room for 10 at the table and *plenty* of working space). Because of his quick thinking in going from ◐ to ◖▮◗ to ▬, Harry was made a

Rudd International Corporation/1066 31st Street, NW Washington, D.C. 20007 (202) 333-5600

© 1983 Rudd International/M.O. Wood Laminates

Senior Vice President. The fact that he proposed to Frieda didn't hurt either.

That evening, in celebration, the Framises took a out of the store room and with it rearranged the to form a for the buffet reception to toast Harry's promotion (and simultaneous engagement).

A trying experience? For Harry maybe. But for and and and and , five components of Rudd's modular Domino Table System, just a piece of cake.

Rudd

Circle 12 on reader service card

55% Of Planners Work Is Contract According To ASID Survey

Dear Editor: As a follow-up to CONTRACT's January, 1983 article, "70% ASID recruits in contract design strengthen Society's commercial programming efforts" (page 24), I am pleased to provide updated figures on ASID's constituency.

The Society's membership now exceeds the 22,000 milestone. ASID continues to be the largest organization of interior designers in the world. This statistic encompasses all membership categories including Professional, Associate, Student, Affiliate, and Industry Foundation members.

Of nearly 14,000 Professional and Associate members, 9,373 responded to a recent ASID "Membership Profile Survey." This inquiry instrument asked Professional and Associate members to respond to questions regarding their extent of practice in 15 design specialty categories.

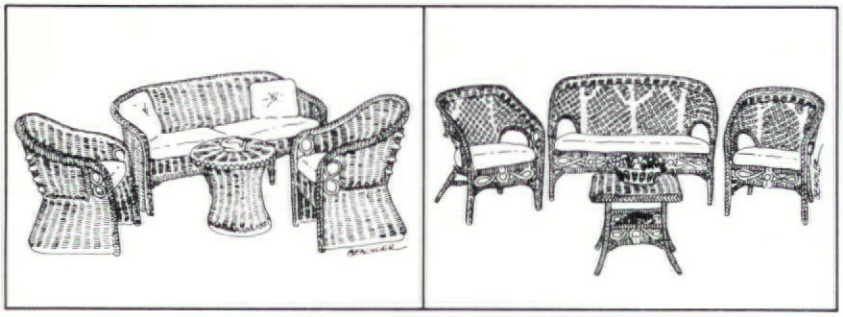
The first section of the survey asked Professional and Associate members to check one or more of 15 categories in which they practiced and to note the percentage of time spent in each. The data (as of February 20, 1983) reveals that the "typical" ASID designer spends 55.4 percent of his/her time on 14 categories of nonresidential projects and 44.6 on residential projects. The spectrum of nonresidential projects in which ASID designers are involved include: adaptive reuse, business offices, banks, churches, government contracts, historic preservation, hospitals, hotels, model displays, restaurants, schools, store design, and furniture design.

Interestingly, ASID's younger members reflect an even greater commitment of professional time to nonresidential projects. The typical ASID member under 30 years old spends only 36.6 percent of his/her time on residential projects.

The diversity in the areas of expertise represented by ASID members is not surprising, since the profiles reflect the Society's aim to organize and unite in fellowship all professional interior designers in this country, regardless of specialty.

MARTIN ELINOFF, FASID
President
ASID
New York

TYPHOON QUALITY... MORE THAN JUST A LOOK



Here are two of the latest styles to come from the boards of Typhoon's designers.

Soon you'll be seeing a lot of imitations...but you won't see the same quality.

And it's that combination of quality and style that your customers want today.

Master craftsmen use only the finest reed available to transform the designs into quality home, apartment and office furnishings.

Then every piece is hand-laquered to produce a rich finish that gently ambers with age.

To back this quality Typhoon has showrooms and representatives across the country. If problems should arise we're there immediately to provide solutions—not excuses.

Typhoon...style, quality, dealer support.

For more information, call or write us today; or contact our showroom nearest you.

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Circle 13 on reader service card

READERS PAY TRIBUTE To CONTRACT's Founder

Dear Editor: I was saddened by the news of the death of Red Hellman, CONTRACT's founder. There probably are not many in the design profession who have missed an issue of CONTRACT since its inception.

LILLIAN BARBER
ASID, IES
Pembroke Pines, FL

Contract Bows To Bravos From West Week Management

Dear Editor: The success of the West Week market, held in Los Angeles March 17-19, exceeded our wildest expectations. But, it could not have happened without the extra support CONTRACT gave us. Bravo to you and your magazine! I know that in concert, we will continue to expand the image and value of the West Coast market.

MURRAY FELDMAN
Executive Director
Pacific Design Center
Los Angeles

Errata

The correct address and phone number for the Denver Merchandise Mart is 451 E. 58th Ave., Denver, CO 80216; 303/292-6278. This listing should be substituted for that found in CONTRACT's 1983 January Directory, page 237.

In the April CONTRACT, NEOCON Countdown, pp. 66-67, the Thunder & Light and Structural Concepts product captions were transposed. The Thunder & Light caption on page 66 belongs under the lighting picture on page 67 and vice versa.

It takes more than nerve to challenge Knoll, Stendig, a. i. and Pace.

It takes design and quality like ours. Delivery and prices like ours.

Because our quality and designs are on a level with the best — and because in price and delivery we actually offer surprising advantages — it's not as outrageous as it may seem for Kron to challenge the elite.

In fact, when you see our superb engineering, materials, hand-stitching and finishing, international design and uncompromising quality, we think you'll agree that the most significant difference between Them and Us is in our favor:

Kron can deliver elegant furnishings, exquisitely crafted, at much better prices.

Discover advantages like the availability of top grade aniline dyed leathers at prices competitive with many fine fabrics. Unique innovations, like models in which all upholstery is removable for cleaning or replacement. Prompt delivery and lower shipping costs, a result of Kron's establishment of a production facility right here in the United States.

For full information, contact Kron u.s.a., 1321 N.W. 65th Place, Fort Lauderdale, Florida 33309. (305) 973-6911.

See for yourself at Neocon Merchandise Mart Intergroup space #1209.

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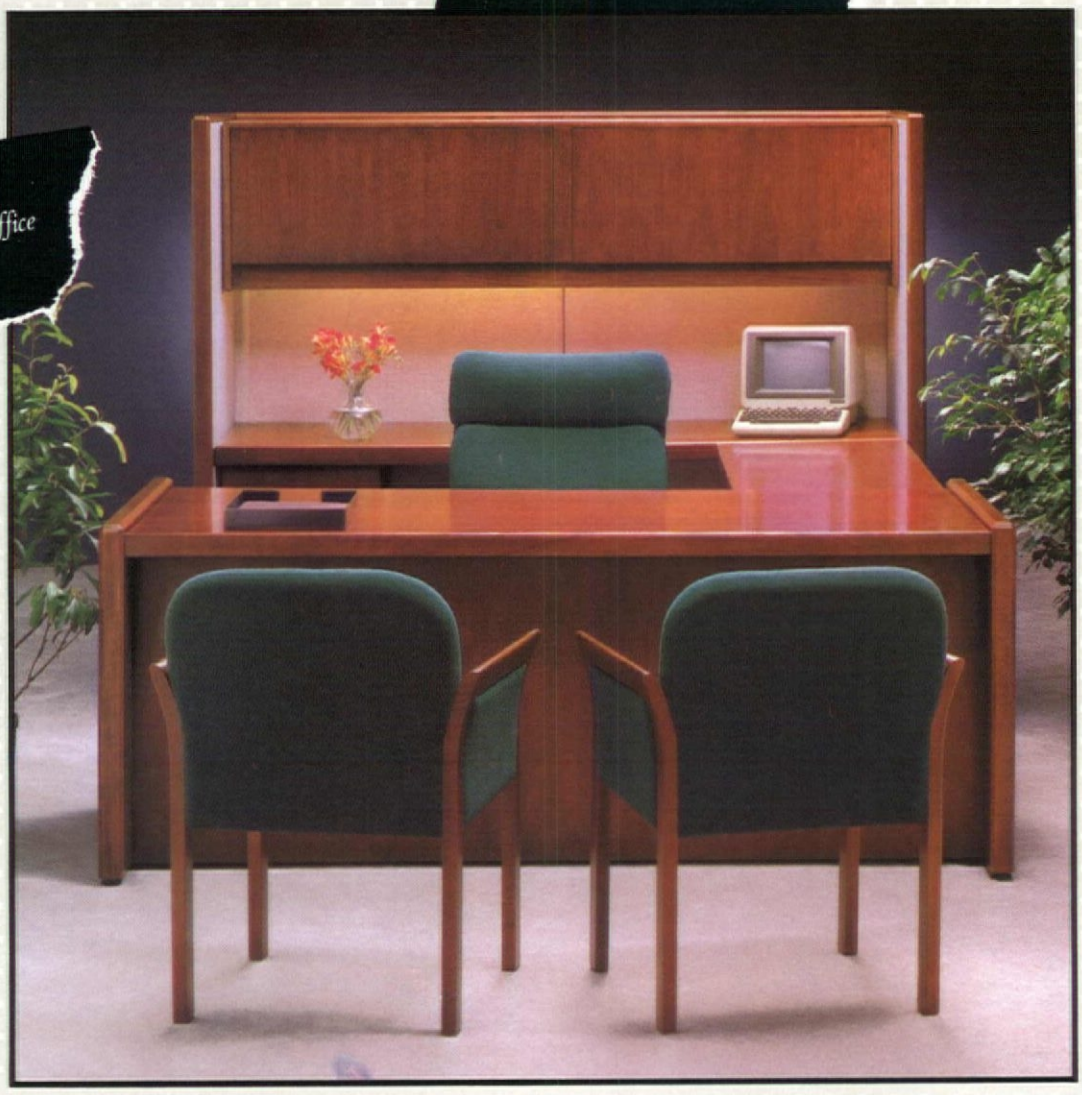
...a unique system of executive office furniture for the creative executive at work. A continuous process of balancing intuition with rational considerations, a sense of correct form with the ability to adapt upon demand...that is the challenge the creative executive faces daily. That is the distinction which Gunlocke executive furniture provides.

Gunlocke Designs for the executive office environment.



Gunlocke

The Gunlocke Company • One Gunlocke Drive • Wayland, New York 14572 • 716/728/5111

Showrooms in New York, Chicago, Dallas, Los Angeles

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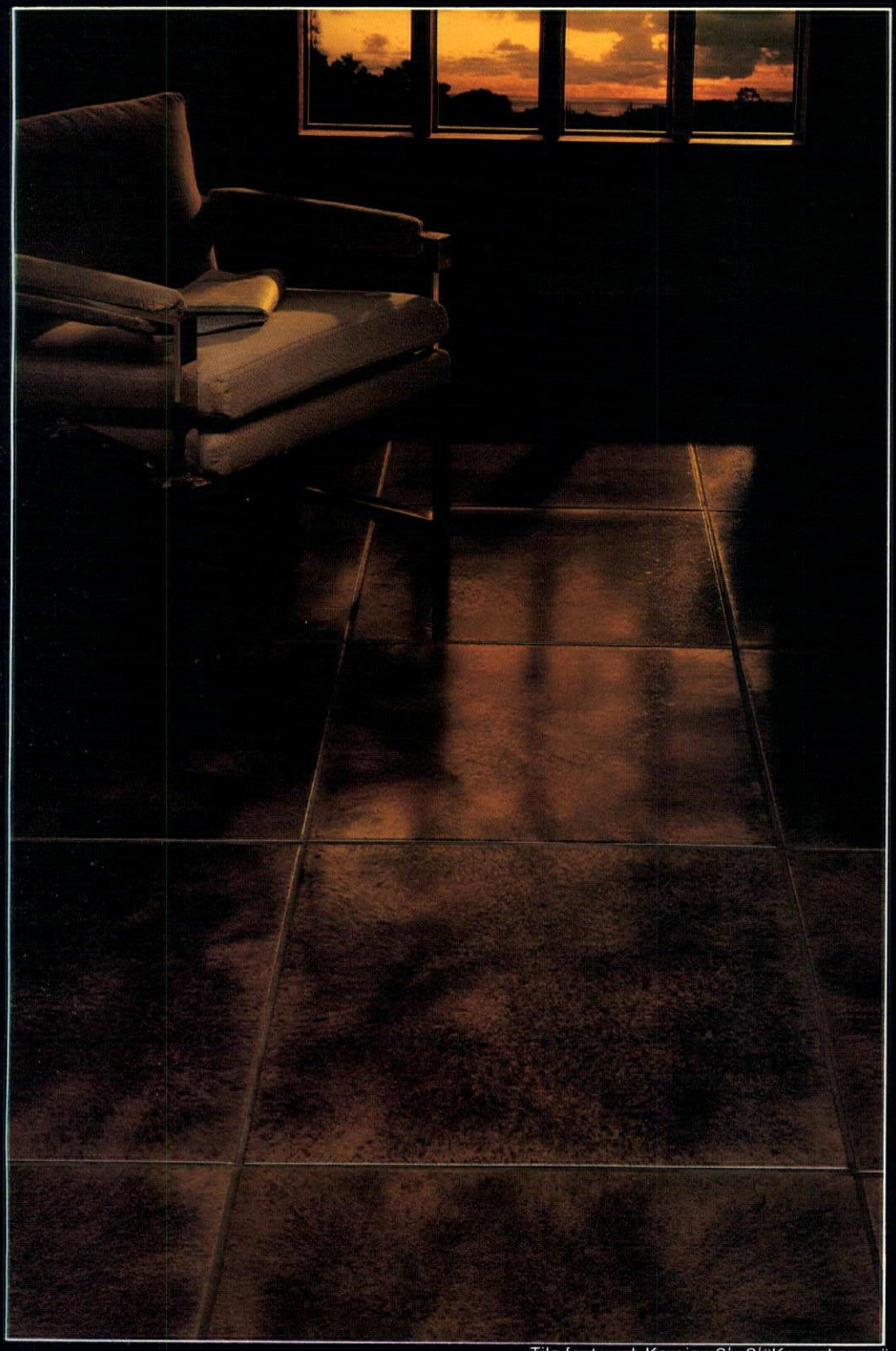
VISIT OUR SHOWROOM AT NEOCON — SUITE 13-125.
Attend Our "European Soiree", Wednesday, June 15th, at 5:30 PM.

With Buchtal, shape a new world around you.



Tile featured: Keraion 2'x 2' "Kopenhagen"

Create a mood with the warm, elemental beauty of KERAION ceramic panels from Buchtal. Fill empty space with color and unfold a living, workable sensation with KERAION, the world's most advanced ceramic tile. Individually hand-glazed KERAION panels offer new options in designing dramatic indoor environments, and new dimensions in color, size and durability. KERAION adds excitement to floors, walls and even ceilings—from office space to living space, from foyers to shopping malls. In popular interior sizes 2' by 2', 2' by 1', and 1' by 1'—even a giant 4' by 5'—KERAION is virtually indestructible to ensure the permanence fine design deserves.

Or consider Buchtal's popular RUSTIC GLAZE—an exciting assortment of rich earthtones, enhanced by natural flame flashing. Or bright, intensive MONOCOLOR for brilliant color, strength and durability unsurpassed in glazed ceramics. Or Buchtal's UNGLAZED—tough and skid-resistant enough for the heaviest wear, yet so attractive it adds to any setting.

Each Buchtal line offers a wealth of colors, a variety of surface and trim sizes, and Buchtal's outstanding quality and workmanship. Architectural ceramics from Buchtal—for designs that endure—new worlds that last.

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Shape a new world around you.
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TWX: 810-751-8485

Circle 15 on reader service card

Clockwise from left: MGT™ Arm Swivel; Sabobend® Lounge Chair™; Petitt Ply Chair™; DeFuccio Two Seat Lounge™; MGT™ High Back Swivel; Robert Bernard Chair™.

Furniture for the Executive Office.

Thonet Has It

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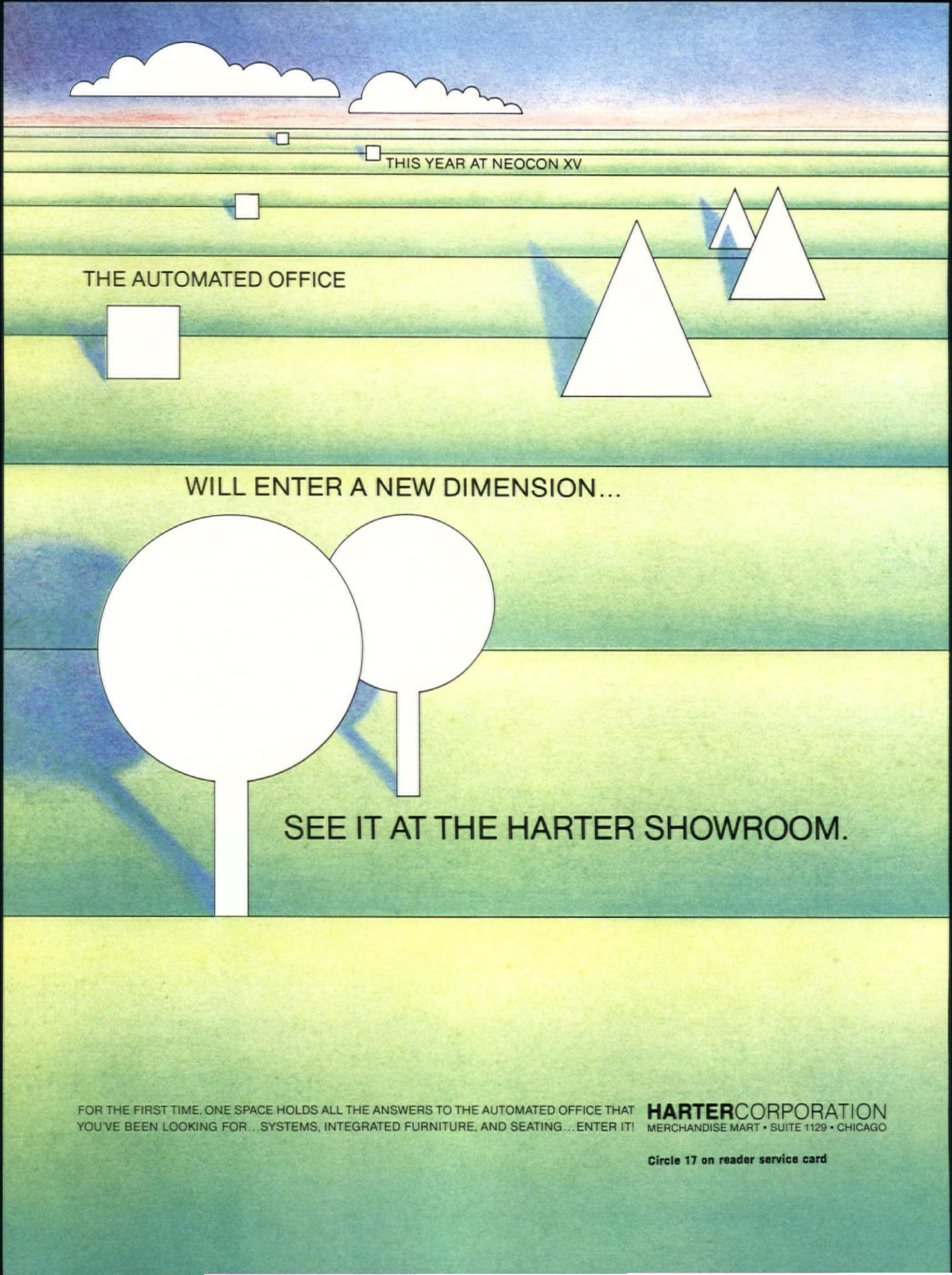
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DiLeonardo wins $2,500 S.M. Hexter prize for skillful design blend in Florida restaurant

New York—Robert J. DiLeonardo of DiLeonardo's Interiors, Cranston, R.I., is the $2,500 first award recipient in the non-residential category of the 25th annual S.M. Hexter award program for "Interiors of the Year." DiLeonardo's design for the Stuart, Fla. restaurant, Huckleberry's, was noted by the awards jury for skillfully integrating the interior to architecture and geographic location through use of diverse materials.

Honorable mentions for contract projects include Diane M. Hecht, D.M. Hecht & Associates Inc., New York, for Designer One, a Larchmont, N.Y. clothing store for men and women. It was selected for effective color palette and interesting Postmodernist qualities.

A Phoenix sales office for a luxury condominium won an honorable mention for Deborah Young Lim, Morris-Aubry Architects, Houston. Its interior space, according to the judges, suggests the restrained luxury of a residential space rather than a commercial office.

Sandra H. Sober, ASID, Sober Design Associates Inc., Tulsa, Okla., was awarded an honorable mention for La Cuisine restaurant. The Tulsa project was recognized for its background and use of color and materials.

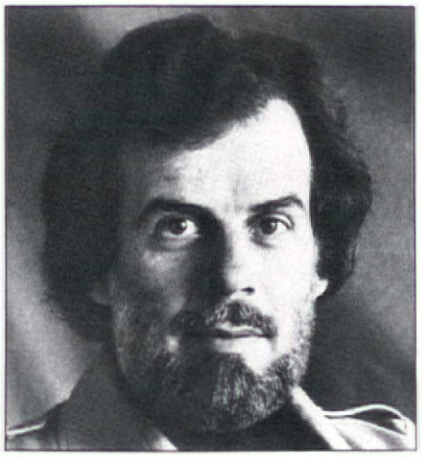
Three residential projects selected for awards—one first prize and two honorable mentions—are designs of Barry Brukoff, Brukoff Design Associates Inc., San Francisco, Calif.; Daniel J. Kiser, ASID, Kiser Gutlon Associates Inc., New York; and William McWhorter, ASID, McWhorter & Associates, Los Angeles. The first place residential award marked the third Hexter grand prize for Brukoff. DiLeonardo's past projects have been recognized with honorable mentions in 1977 and 1981.

Jury for the awards consisted of Martin Elinoff, FASID, national president, ASID, Martin Elinoff Associates, Newton Upper Falls, Mass.; Sherman Emery, editor, *Interior Design* magazine; John E. Herron, FIBD, national secretary, IBD, C & H Design Group, Dallas; Melanie Kahane, president, The Decorators Club, Melanie Kahane Associates, New York; and Christian Rohfling, assistant director emeritus, Cooper-Hewitt Museum, New York.

S.M. Hexter Company is a furnishings firm based in Cleveland, Oh.

Florida river provides "island-like" setting for prize-winning Huckleberry's Restaurant.

Robert DiLeonardo won the contract award for his Florida restaurant design.



Barry Brukoff designed the residential first prize winner in the S.M. Hexter awards.

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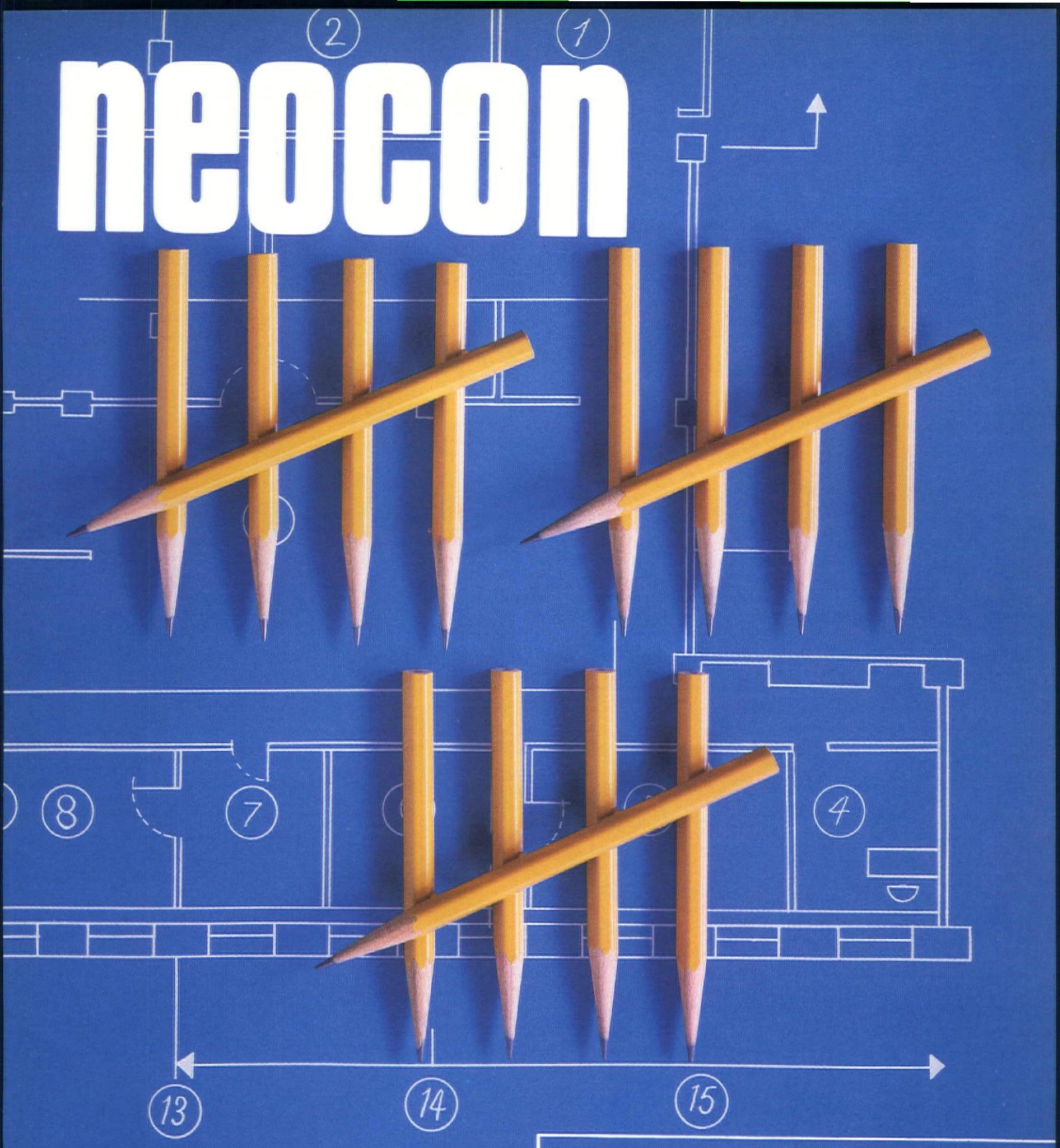

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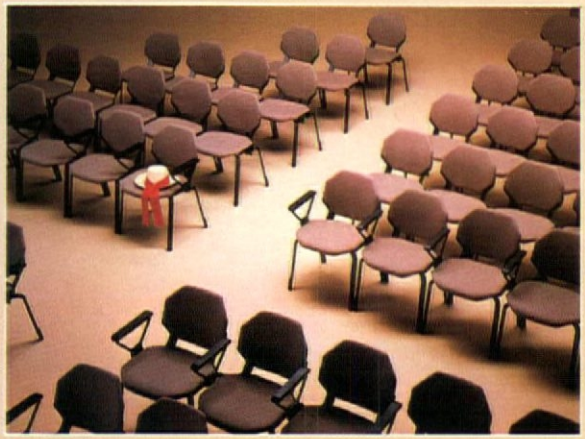

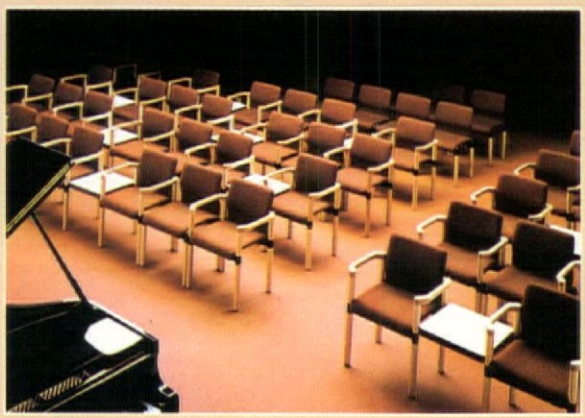

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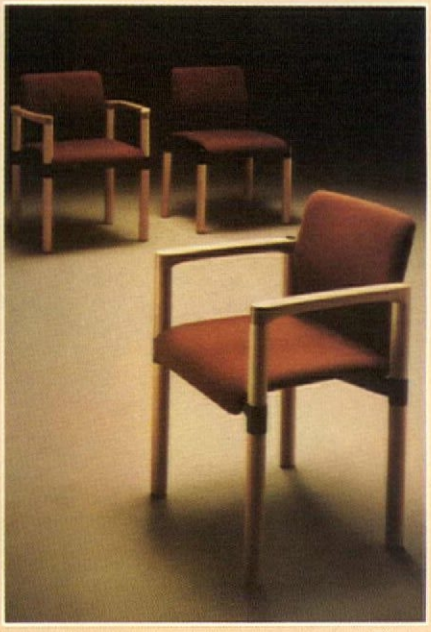

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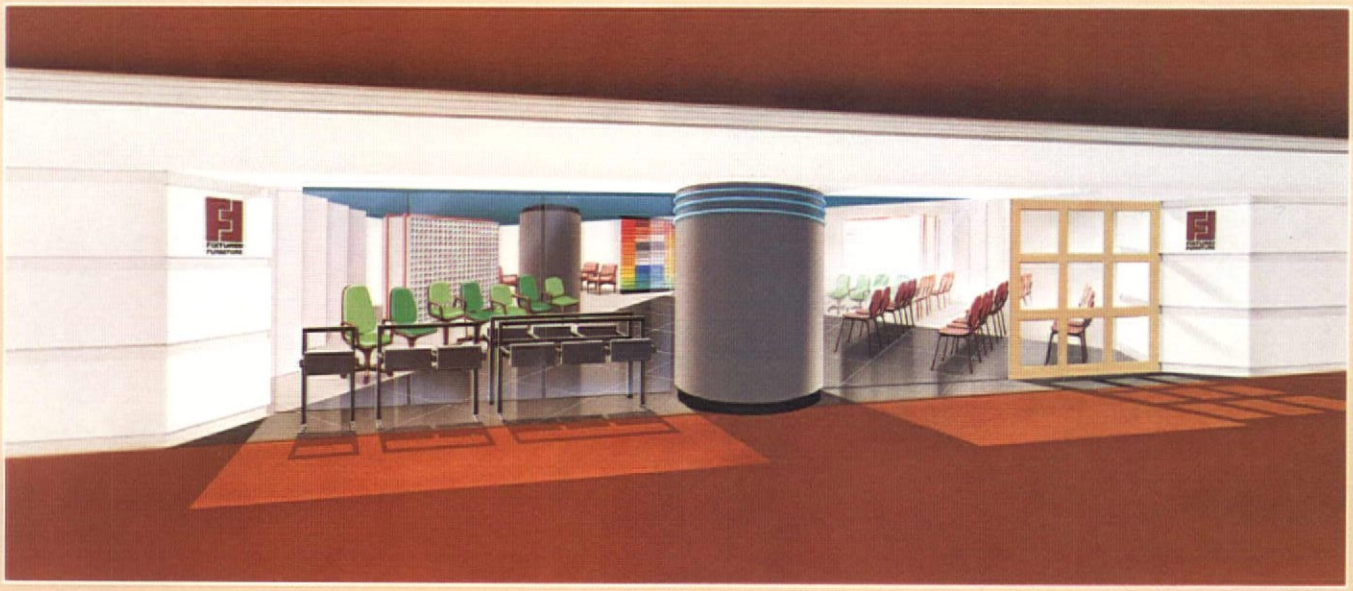

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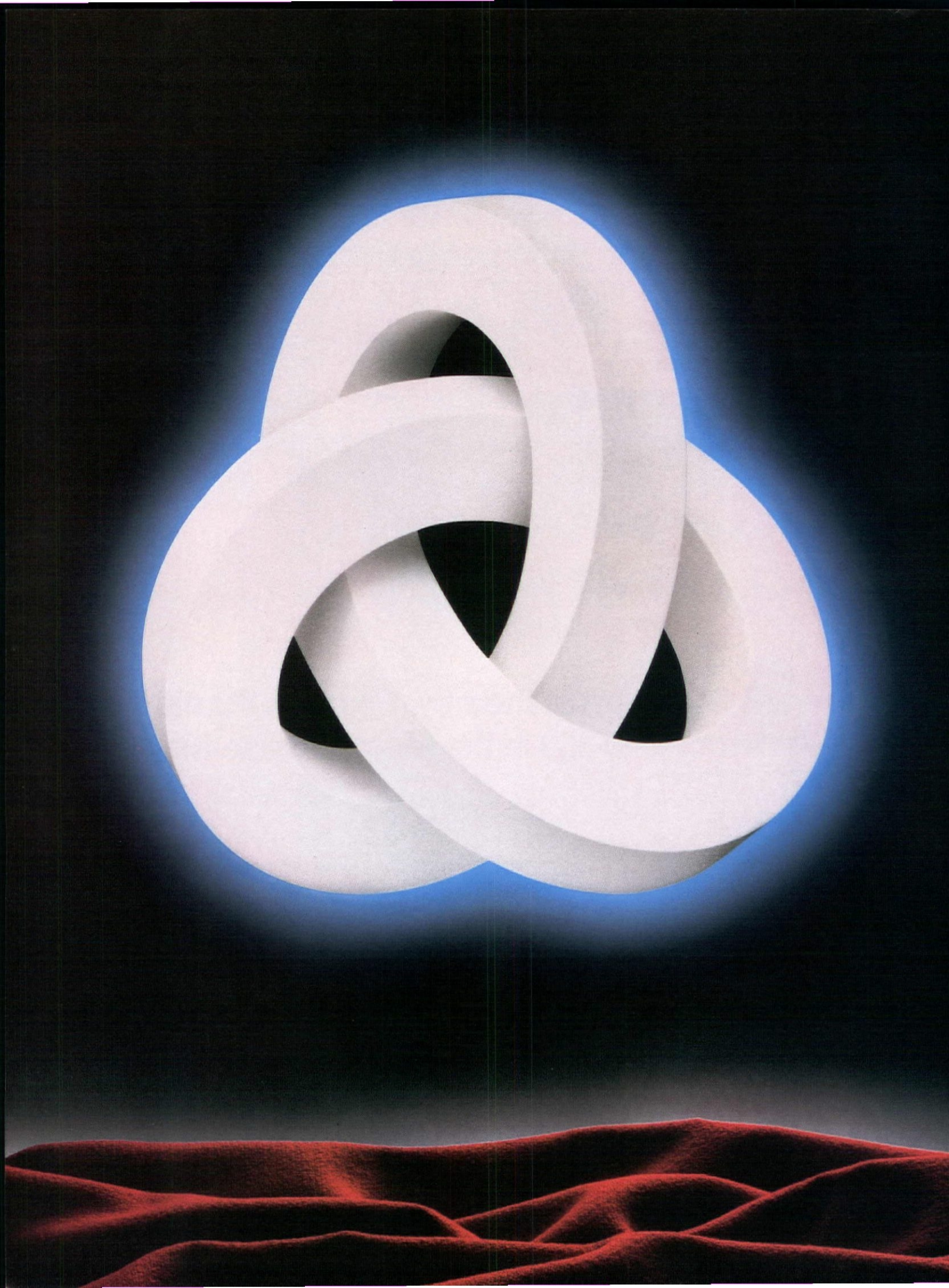

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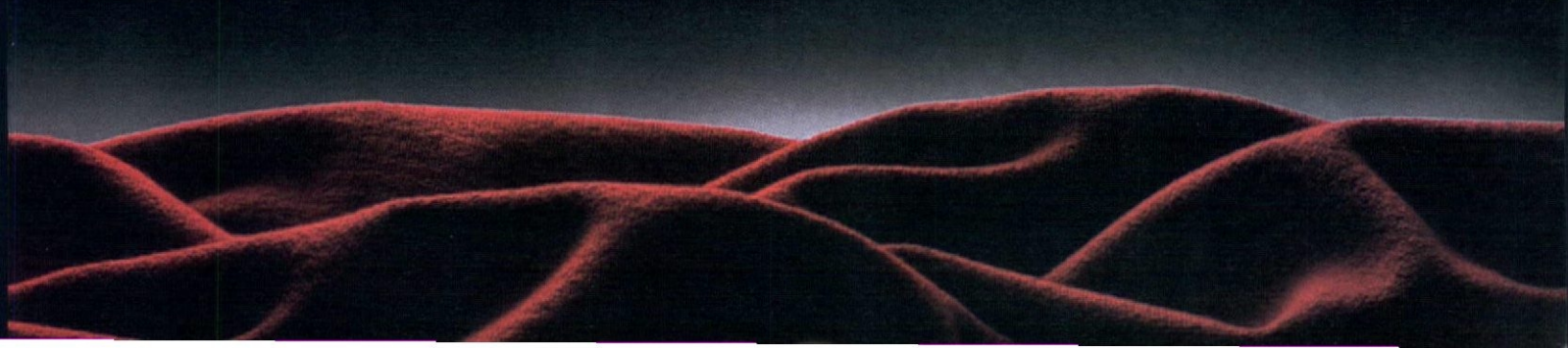

Merchandise Mart announces staff realignment for leasing & administrative executives

Chicago—Thomas V. King, general manager of The Merchandise Mart, has announced a realignment of management staff involved in leasing and administration.

Restructuring includes Brian J. Quirk, a 10-year Mart executive, who assumes responsibilities for leasing contract floors 8, 9, 10 and 11. Quirk, former managing director of Expocenter/Chicago, will continue his role in leasing and developing the building's Business Products Center and office and retail space.

Walter Guinan, consultant and past president of Karastan Rug Mills, has been assigned administrative duties for floorcovering tenants on floors 10, 13, and 18. Guinan has been a consultant to the Mart for markets and programs.

Leasing and administrative duties for the residential furnishings industry, represented on floors 6, 12, 16, and 17, have been assigned David Palmer, formerly on special assignment to the Mart. He was formerly vice president and merchandising/sales manager of the John M. Smyth Co.

Kathleen Scanlon, who has assisted in leasing for home furnishings, contract, and floorcovering industries, will gain additional responsibilities.

Staff restructuring at the Merchandise Mart, Chicago, affects executives (from l. to r.) Brian J. Quirk, Walter Guinan, David Palmer, and Kathleen Scanlon.

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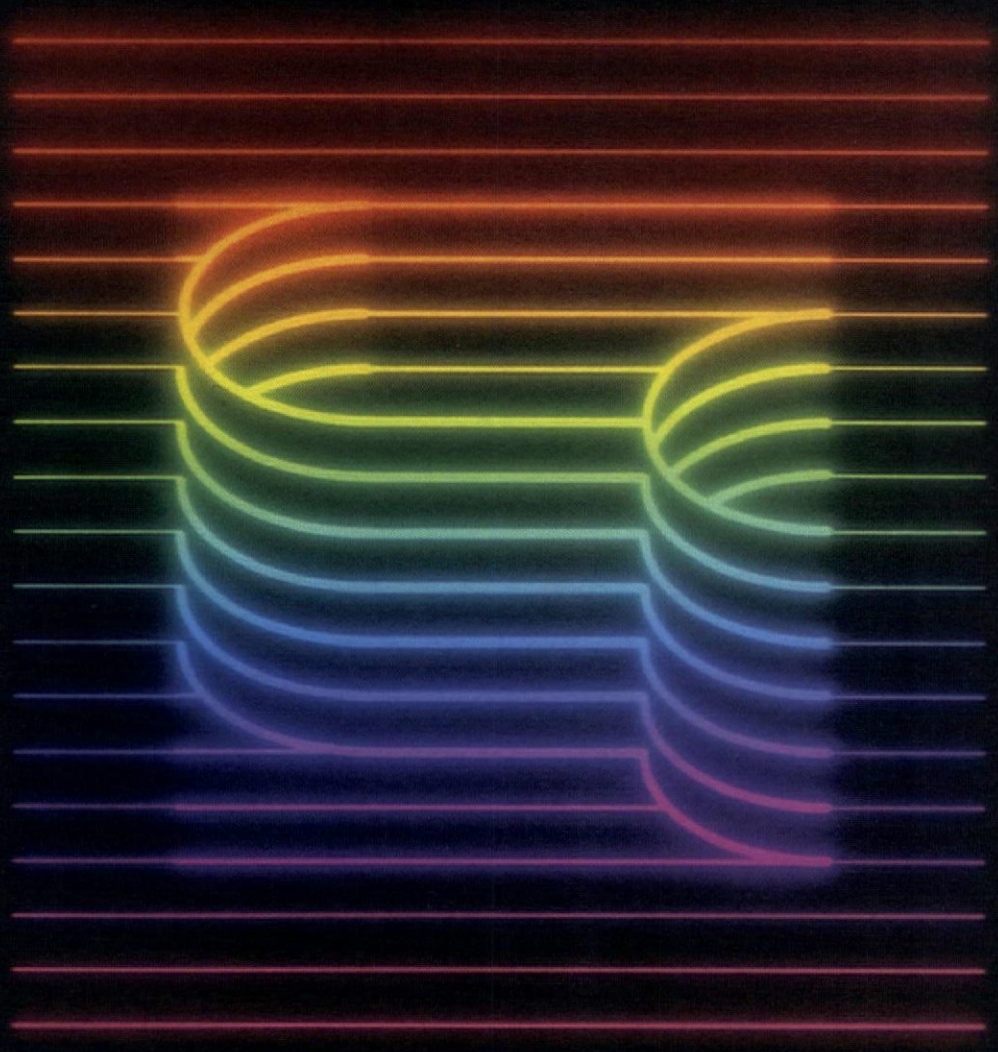

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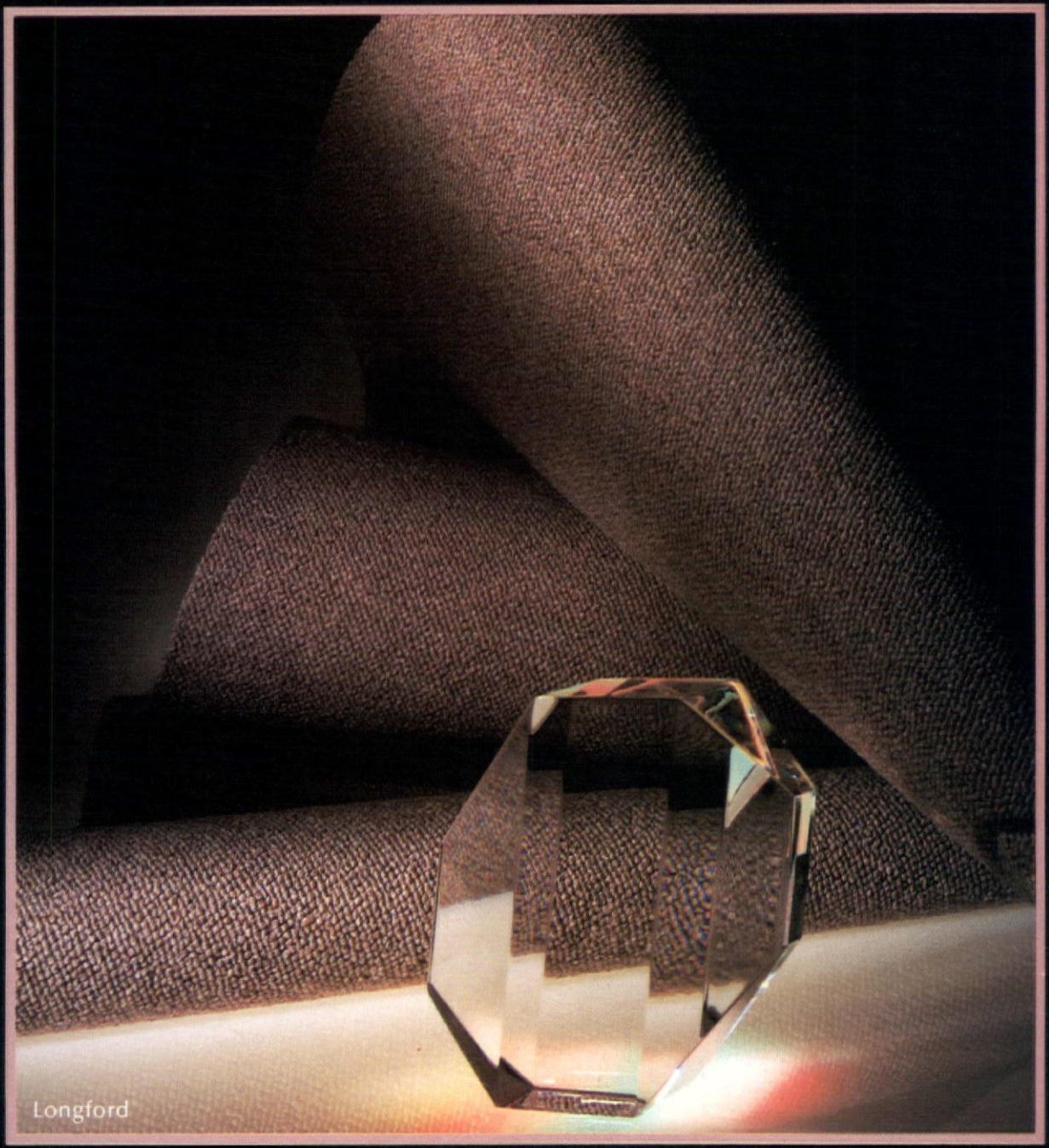

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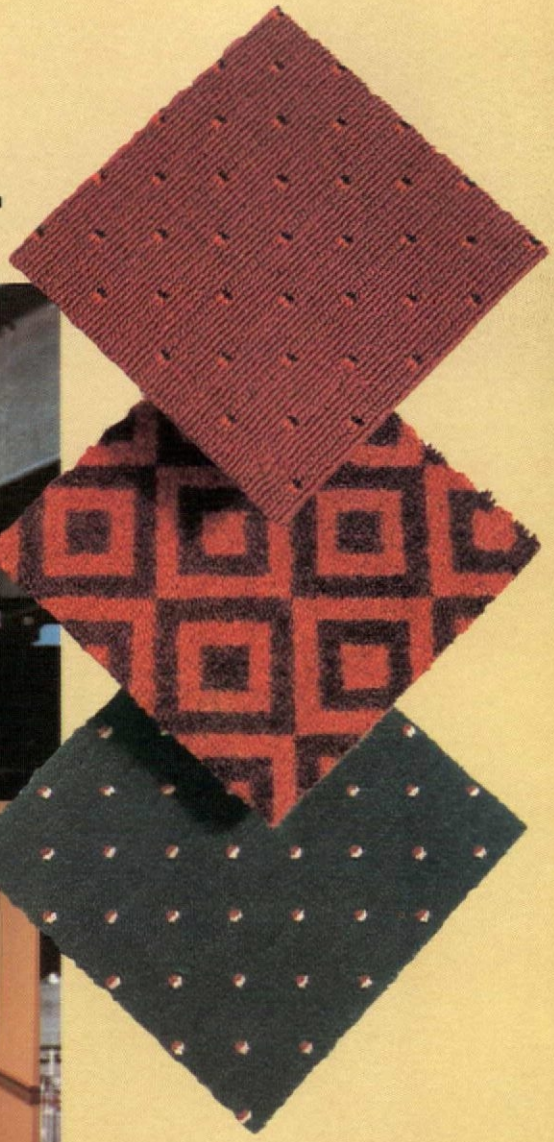

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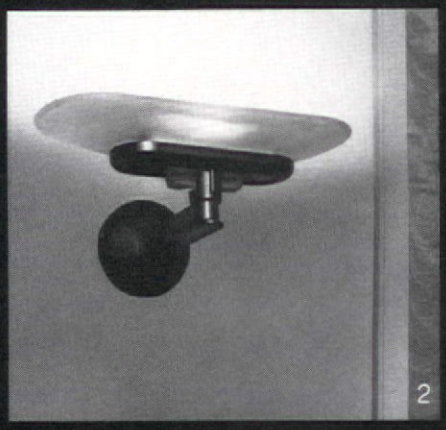

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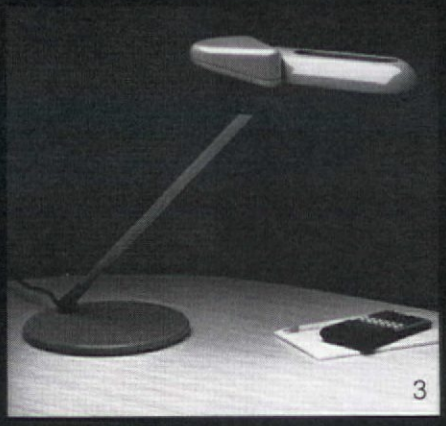

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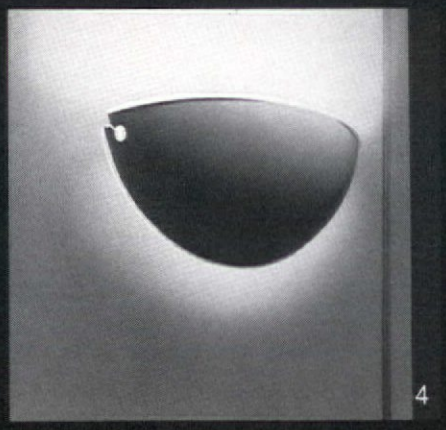

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GRAND RAPIDS

Dineen heads Intl. Design Center, new Long Island City development

New York—Emmett L. Dineen, former senior vice president of Chicago's Merchandise Mart, has been named president, International Design Center (IDCNY), according to Harvey Schulweis, president, Lazard Development Corporation.

Dineen immediately assumes responsibility for complete operations of IDCNY which is scheduled to open in January, 1985. Site of the center is a 10-acre area in Long Island City at the entrance ramp to the 59th St. Queensborough Bridge linking Manhattan. IDCNY is comprised of three existing buildings containing two million sq. ft. of space.

Restored facilities will house showrooms of major U.S. and foreign manufacturers of commercial and residential furniture, textiles, accessories, and related products. I.M. Pei & Partners are architects for the renovation. Joseph D'Urso has been commissioned to design interior lobbies, atria, and public spaces for Center One, the former Circle Building west of Van Dam St. on Thomson Place, which will provide a total of 550,000 sq. ft. on five floors.

The adjacent Center Two, the Bucilla Building (formerly known as the Eveready Building), is being designed by Gwathmey Siegel & Associates, and offers a total of 440,000 sq. ft. on eight floors. Stephen Lepp, P.C., is the coordinating architect for the project.

Both buildings have penthouses and large central atria. The Center will contain dining facilities, an exposition hall with audio-visual services, a resource library, and a health club. On-premise parking will accommodate a minimum of 500 vehicles.

The City of New York has appropriated $4 million for fiscal years 1983-'85 to implement amenities such as landscaping, lighting, sidewalks, street benches, bus stops, shelters, and covered crosswalks connecting public transportation facilities to the site area.

President of the Long Island City International Design Center is Emmett Dineen, former Chicago Merchandise Mart executive.

An IDCNY satellite office designed for presentations and meetings regarding the Center opened April 19 at 919 Third Ave. Vignelli Associates created the graphic program for the satellite office and will continue the program throughout the project.

Phase II of the project includes developing Center Three, the current Executone Building, also owned by Lazard Development Corporation. That nine-story facility of 86,000 sq. ft. plus new facilities to be constructed on the block west of the Executone Building will bring total showroom space of the complex to 4.5 million sq. ft.

Dineen's first priority as president is

(Continued on p. 50)

Design Gallery is new Salt Lake City Mart

Salt Lake City, Utah—Completion of phase two of the Design Gallery, a wholesale decorative center, is expected in September. The first project phase was finished in August, 1978 to house the Daniger Distributing Co.

Additional space of phase two totals 26,000 sq. ft. for showrooms ranging from 2,400 sq. ft. to 7,000 sq. ft. Future expansions will result in more than 34,000 sq. ft.

Located in the Wagner Industrial Park in South Salt Lake, the Gallery is a design of Architectural Associates. For information contact Bruce Daniger, 801/973-7987 or 800/453-8756.

Graphic portrayal of CONEXION, an exposition geared to the Southeastern design community, is intended to stimulate designer interest through visual symbolism.

CONEXION staff aims for graphic message

Atlanta—In promoting the industry's newest market, CONEXION, which premieres October 20-22 at the Atlanta Market Center (AMC), communications officials report powerful graphics are key to the event's success.

The graphic portrayal of CONEXION '83, an exposition targeted to the Southeastern design community, is an illusionary work of lines and shapes. "To communicate CONEXION's goals to a very visually oriented audience, we wanted a graphic approach that would stimulate interest and symbolize the synergy of this event," reports Susie Longino, vice president, communications, Atlanta Market Center.

The expo is based at the downtown Merchandise Mart with shuttle service to AMC's Atlanta Decorative Arts Center (ADAC) and participating area showrooms. Societies endorsing the market include the American Institute of Architects, the Institute of Business Designers, The American Society of Interior Designers, and the International Facility Management Association.

According to Angie Douglas, show manager, "The industry's enthusiastic participation and the direction from our committees are strong reinforcements of the need for an event such as CONEXION in the Southeast."

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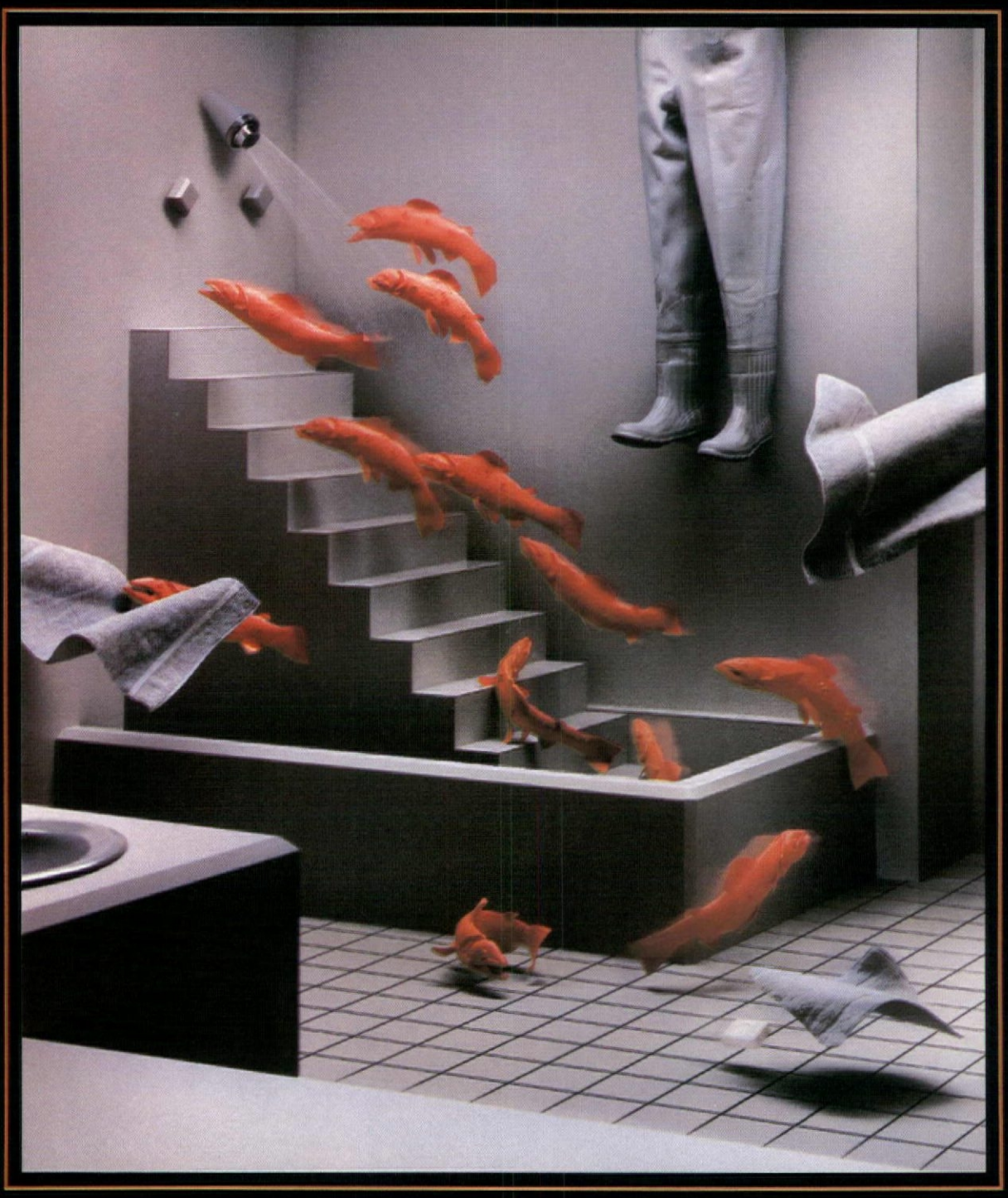

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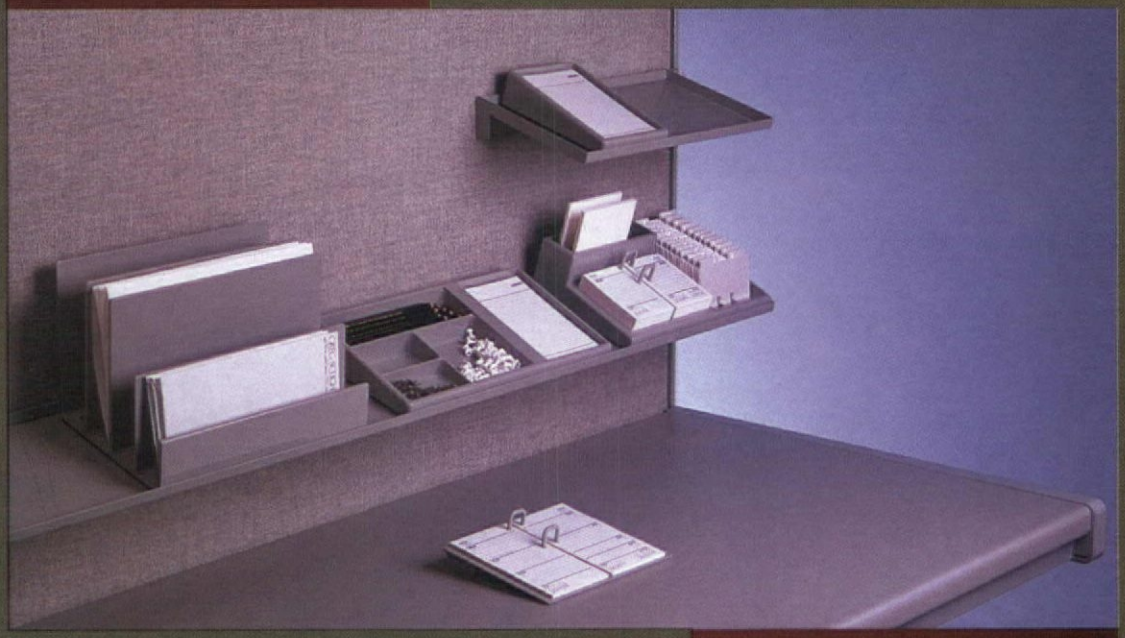

space below. Available in black, espresso, sand, ginger, seagull gray, char gray, port, cappuccino, indigo, and forest green. If organization is the objective Moduplus 6000 is the system.

MODUPLUS 6000

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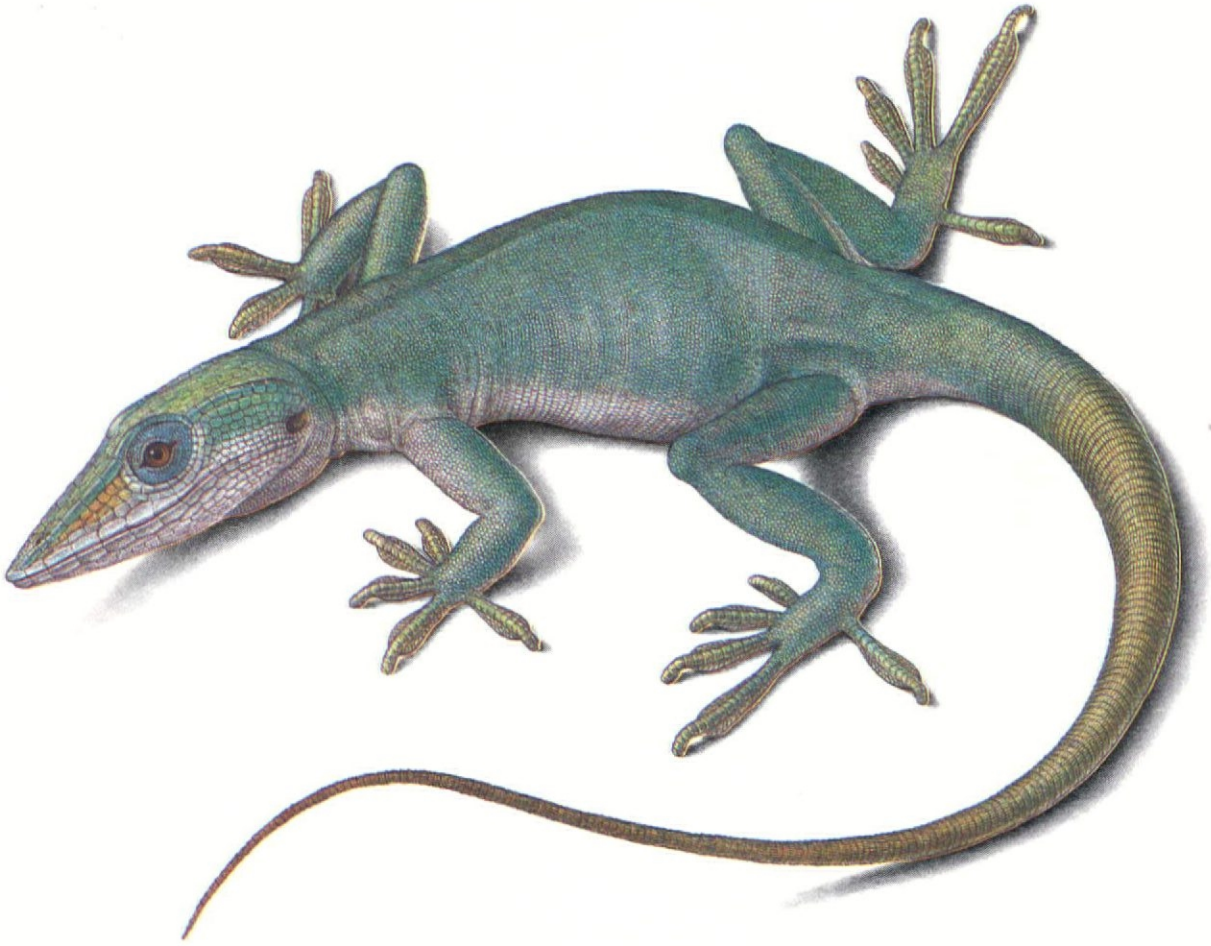
The ability to adapt is the ability to survive.



It's a jungle out there.

So this little green fellow (sometimes he's gray or yellow) has learned to survive by learning to adapt.

Likewise, in today's ever-changing office, only the company that thinks ahead, moves ahead.

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For more information, write Westinghouse Furniture Systems, P.O. Box 8829, Grand Rapids, Michigan 49508. Or call toll free 800 245-4474. In Pennsylvania call 800 242-2550. And in Canada call collect 416 977-8800.

See our adaptable system at NEOCON 15.

Westinghouse
Furniture Systems

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Dineen heads IDCNY

(Continued from p. 42)

to assemble a management team to lease space to manufacturers and representatives in the interior furnishings industry. Leasing commitments have been made by a number of companies, says Schulweis, as a result of preview presentations to organizations such as the Resources Council, Decorative Fabrics Association, New York Designer's Saturday, and the Business and Instituniture Manufacturers Association.

CONTRACT/*Facilities* name CAD conference advisory board

New York—CONTRACT and *Facilities Design & Management* magazines will pool resources to sponsor the 1983 Computer-Aided Design/Management Conference at the Halloran House Hotel, November 9-10.

Honorary Advisory Board members are: John Adams, assistant director, Facility Management Institute, Ann Arbor, Mich.; Frank Becker, associate professor, Department of Design & Environmental Analysis, Cornell University, Ithaca, N.Y.; Stephen Binder, assistant vice president, Citibank N.A., New York; Kreon L. Cyros, director, Office of Facilities Management Systems, Massachusetts Institute of Technology, Cambridge, Mass.; Robert L. Engel, director, Interior Architecture & Facility Management Services, Perkins & Will, New York.

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Seminars and roundtables are scheduled to cover a wide range of topics, including computer needs, maintenance contracts, upgrading systems, and bar coding.

Applications for conference registration are available from CONTRACT/*Facilities Design & Management* Computer-Aided Design/Management Conference, Gralla Publications Trade Show Department, 1515 Broadway, New York, NY 10036.

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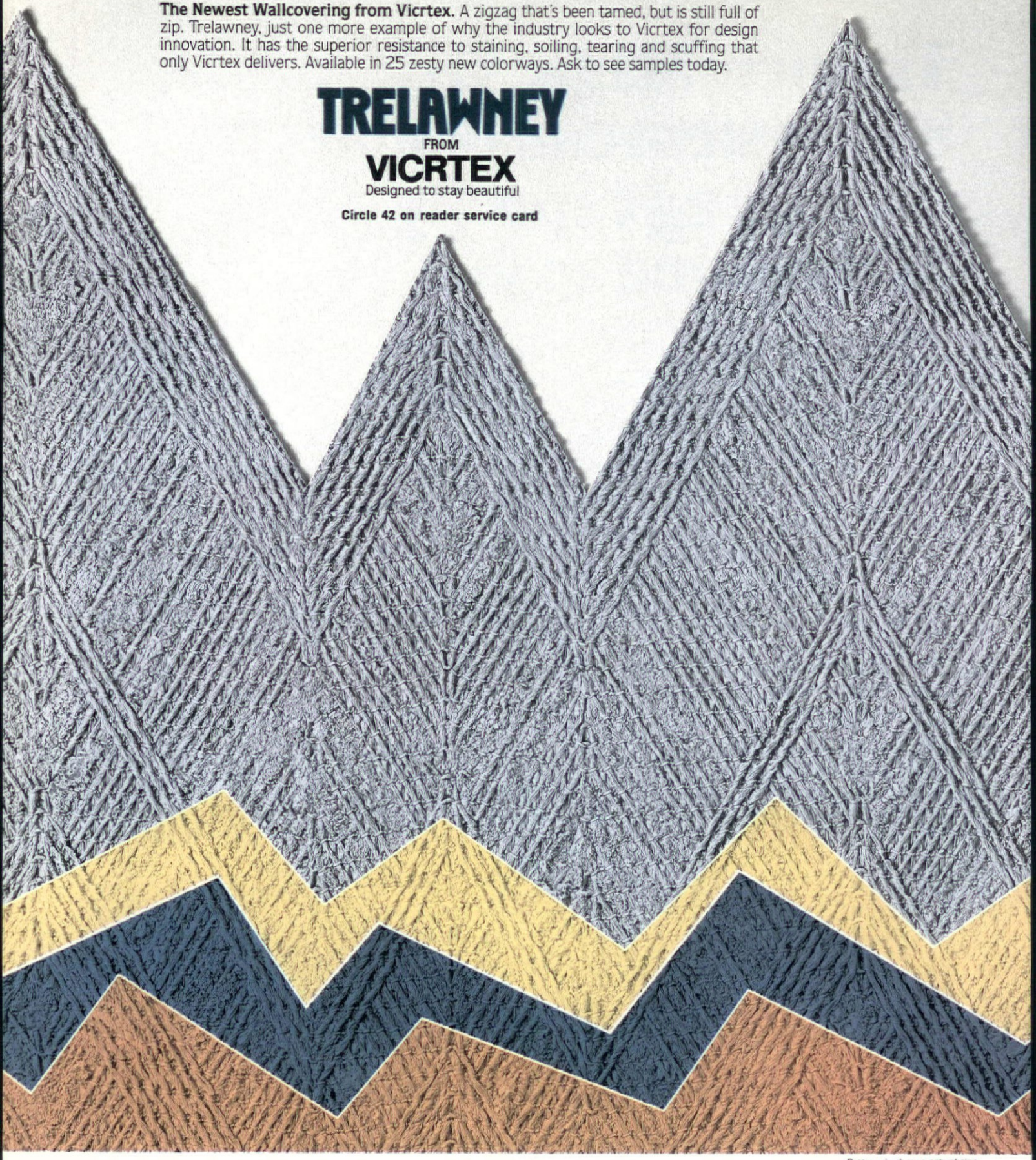

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Multi-vendor displays demonstrate CAD at A/E SYSTEMS '83

Dallas—Two multi-vendor displays, designed to show fully functioning computer-aided design (CAD) equipment, will demonstrate actual computer capabilities amidst a sell-out 400-booth exhibit capacity at A/E SYSTEMS '83, the annual conference/trade show on automation and reprographics for design and space planning firms.

The In-Plant Reprographics Center will display products and services of 12 vendors, coordinated by the miniMAX Association. Says conference director George Borkovich, "This is another A/E SYSTEMS first. So many of our attendees never get the opportunity to see how the various vendor products fit together in a working environment. But this year, with the help of the miniMAX Association, everyone will get the chance to walk away with hard facts."

This display complements a functioning automated design office, completely furnished with computer-oriented furniture and equipped with hardware and software. A 1,600-sq.-ft. area will contain high-speed printers and plotters, word processors, telecommunications devices, and other electronic equipment.

Herman Miller Inc., Zeeland, Mich., is coordinating this high-tech design office and staffing the display with personnel from its Computer Resources (CORE) division. The CORE Viewpoint system software system for design and facility management will be the focus of the special exhibit.

A/E SYSTEMS '83 will take place June 8-10 at Market Hall. For more Information contact A/E SYSTEMS '83, P.O. Box 11318, Newington, CT 06111; 203/666-1326.

Fifth Avenue-type facades are part of the total planning concept for retail space at Herald Center, the Manhattan shopping development at Herald Square.

Herald Square is site of $50M retail complex

New York—Manhattan's first multi-level retail complex—Herald Center—is being developed by the New York Land Company as a $50 million, seven-acre, 200-store shopping mall in the former Korvette's building at Herald Square.

Stanley Marcus, chairman emeritus and former chief executive officer, Neiman-Marcus (the Texas-based retailer), will serve as retail director, Herald Center. The complex is scheduled to open in early 1984 with full operation by mid-1984.

Development team for the Center includes Copeland Novak Israel and Simmons, P.C., a division of CNI International Inc., New York, building and interior architects; Schuman, Lichtenstein, Claman, Efron, New York, consulting architects; A.R. Blyth Inc., New York, project consultants; Cosentini Associates, New York, mechanical engineers; Chester and Chester, New York, structural engineers; and HRH Construction Corporation, New York, construction managers.

Surrounded by major stores such as Macy's and Gimbels, with convenient access to Penn Station, Madison Square Garden, and the Empire State Building, Herald Center will be designed as a microcosm of the city as each level features selected specialty stores, decor, and restaurants.

Herald Center will have a blue reflective glass facade and three exterior glass elevators. A two-level, skylit restaurant mall will top off the Center.

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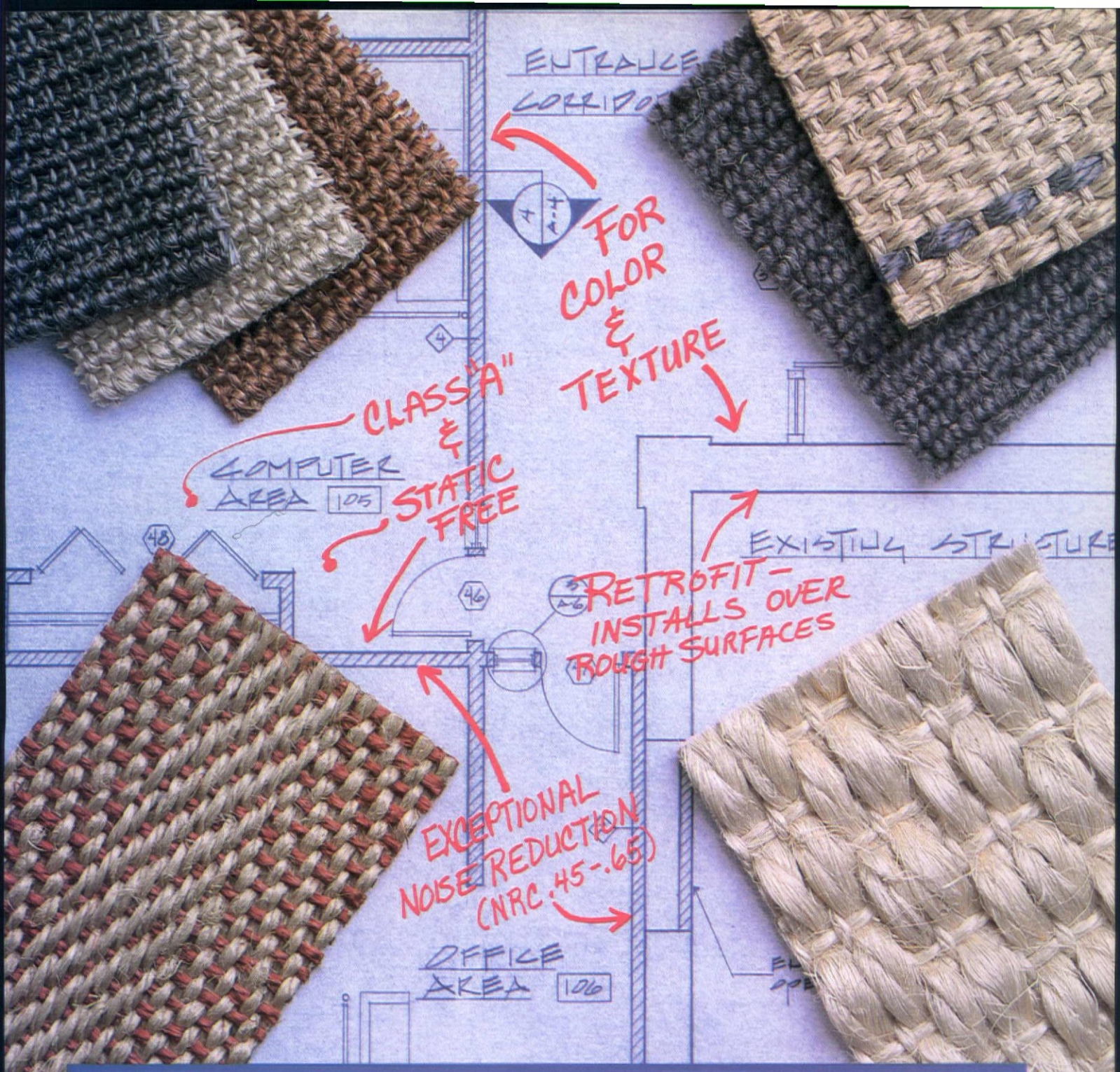

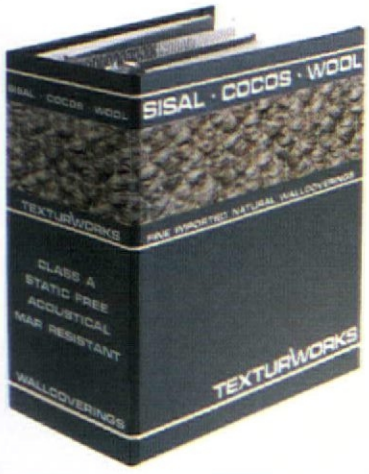

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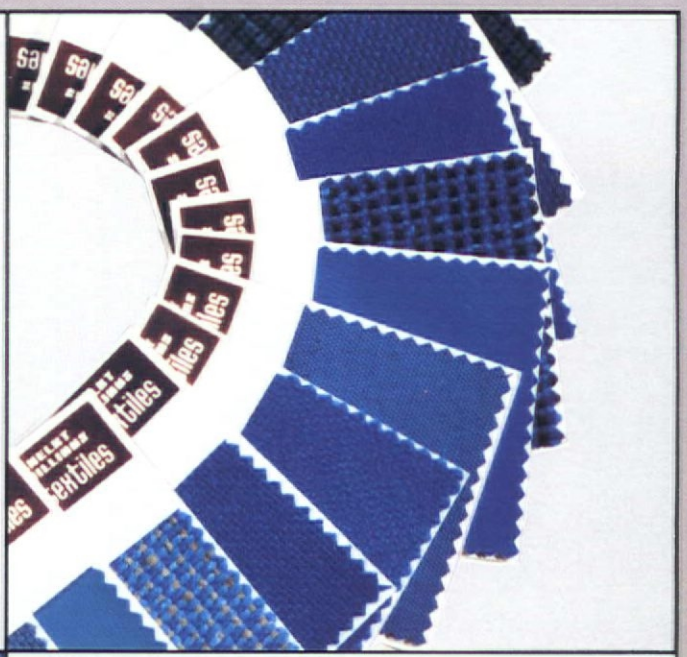

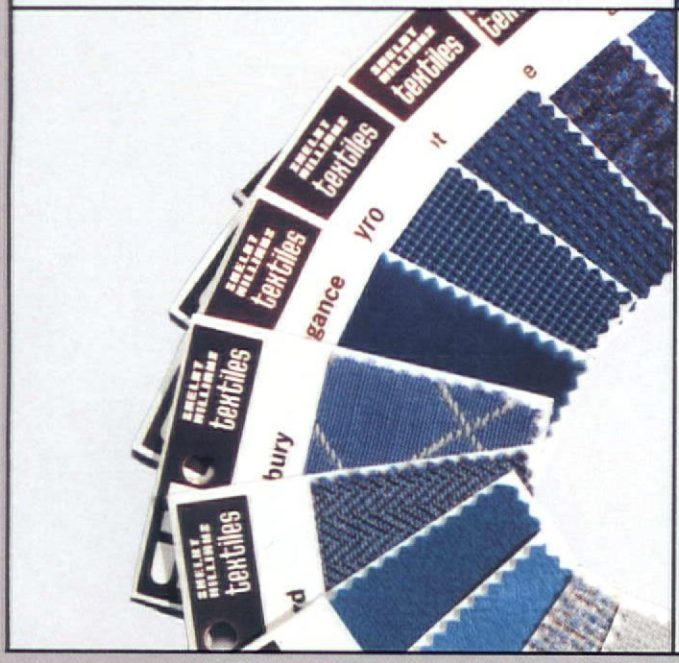

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As you browse, also visit the Product Gallery — featuring exhibits by six of the country's leading suppliers to the design industry. These dramatic displays will help you select and evaluate the products of the exhibitors listed below.

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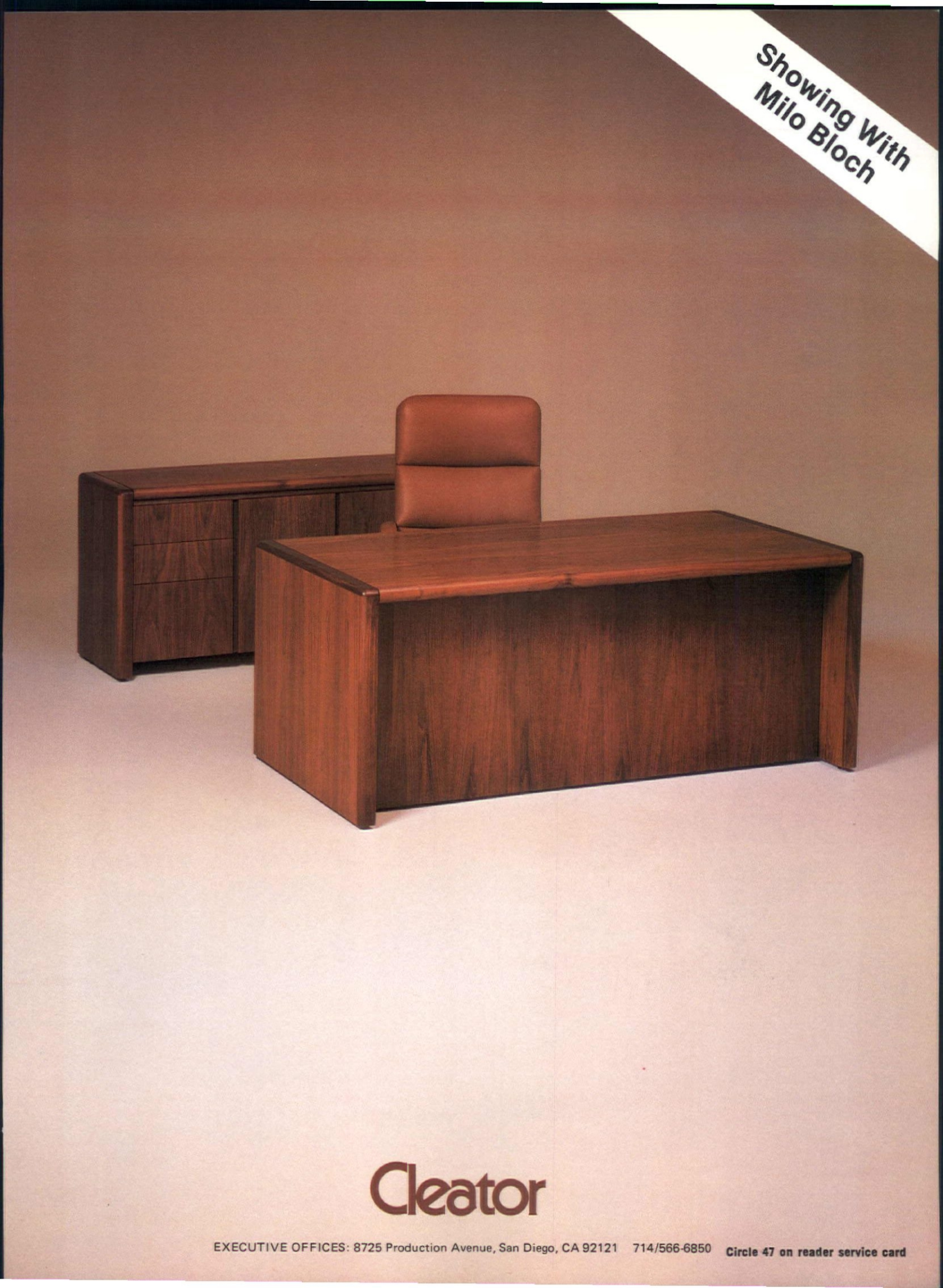
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The 3″ diameter shroud bellows cover the shaft, enhancing the overall appearance of the chair. Available in either black or brown, the bellows are designed to be used with the new polyurethane base covers and other base covers of your choice.

Collier-Keyworth's new polyurethane base covers are offered as a one piece, five legged cover, and are available in either 22″ or 26″ diameters and come in three colors: black, brown and putty. Designed for appearance and durability, the sculptured base covers are mar-resistant and the solid color resin assures you of a long lasting, attractive base.

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SYSTEM RESPONSIVE

Addressing the Need for Flexible Storage.

Storage requirements are always changing – new technology, tools, work styles and functions, and the need for more printed data means that storage units once used for a single purpose will usually be required for another.

American Seating's System R responds to this requirement with a universal cabinet, combining the minimal number of well-designed and engineered hardware elements for the maximum number of storage formats...from open shelves to closed flipper door units, lateral hanging files to an almost limitless variety of horizontal and vertical space divisions. And, no storage unit need ever be permanently dedicated – functional change is always timely.

The result is totally flexible storage – responsive to the growing and changing business organization – American Seating's System R, for responsive facilities now...and in the future.

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Grand Rapids, Michigan 49504
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Telex 22-6326

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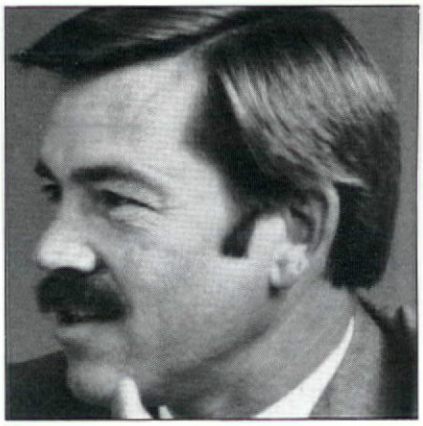
Dallas computer mart to open in 1984

Dallas—INFOMART, the International Information Processing Market Center financed by Citicorp, is scheduled to open early in 1984 with educational programmatics as its cornerstone.

Seminars and specific market weeks will regularly attract homogeneous groups of buyers to the facility. Six shows will be scheduled during the first year of operation to include the following industries: medicine, law, finance/banking, insurance, wholesale distribution management, and retail business management. End-user conferences will cover local networking, teleconferencing and electronic mail, personal computer management in large corporations, energy and facility management systems, application software needs in financial planning departments, and computer-aided instruction.

The center has also booked approximately 20 electronics and data processing shows to be held on-site during the next five years. INFOMART is currently reviewing proposals from national training services to open an educational center in the facility which will offer short computer-aided instructional courses for various operator levels.

Bill Winsor, vice president, Dallas Market Center and general manager, INFOMART, says, "The concept of a market support center for the information processing industry is very timely. The price of computers and related products continues to decline but the associated cost of marketing is dramatically increasing. It becomes more difficult to maintain adequate profit margins." He believes INFOMART is a cost-effective method for vendors to market products. Plans for educational programming, training, services, and design specifications, as well as current commitments for shows and leasing, are among Winsor's responsibilities.



"The concept of a market support center for the information processing industry is very timely."–Winsor

Design specifications for INFOMART include special electrical, cooling, and humidity considerations to meet the industry's technical/mechanical requirements. Advanced communication systems, prefabricated electrified floors with access options, and an information retrieval/electronic message center are planned to attract high-tech clientele.

Trammell S. Crow, president, Dallas Market Center, comments, "In our studied opinion, and the opinion of outside research analysts, the mart concept appears to be viable in other U.S. metropolitan centers in the future. The overwhelming acceptance of INFOMART has demonstrated that our concept is sound, and we will ultimately build marts in Washington, D.C. and on the West Coast."

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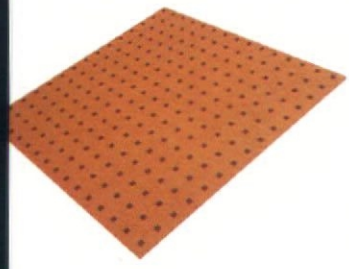
JUNE 14-17, 1983

There's no 'or equal' for performance

Sheehan Design, Inc.; Pam Allen, IBD, ASID; Lynn Sheehan, IBD; Hatfield Halcomb Architects. Jeter Miller, Inc., carpet, Geomap Company, Plano, Texas; Richard Myers photography.

Surfaces: modular carpet tech from Lees



Geomap Company, the high technology geological subsurface mapping firm, found the optimum combination of esthetics, comfort, and performance in the Surfaces system from Lees Carpets.

Coordinates. Surfaces is a state-of-the-art modular carpet system. Fashionable solids, a limitless array of patterns, and broadloom coordinates are among the options.

Appearance. Dense construction and frieze texture make a durable wear surface. Antron® nylon yarn by DuPont is dirt-resistant and static-protected. Superior appearance retention reduces maintenance costs.

Flexibility. Tiles lift free for quick, easy access to under-the-floor power. Lees modular carpets are compatible with all flat wire distribution systems for CRT, telephone, and electric power.

Guaranteed. Lees backs the system with a comprehensive warranty. No manufacturer of carpet tile goes so far to guarantee performance satisfaction.

Call toll-free. For illustrated brochure, test data, specification information, call 800/523-5647. From within Pennsylvania, call collect 215/666-9426.

Lees. The Contract Carpet Company.

Live the life of Lees at work and at home.

LEES carpets
Made better by Burlington
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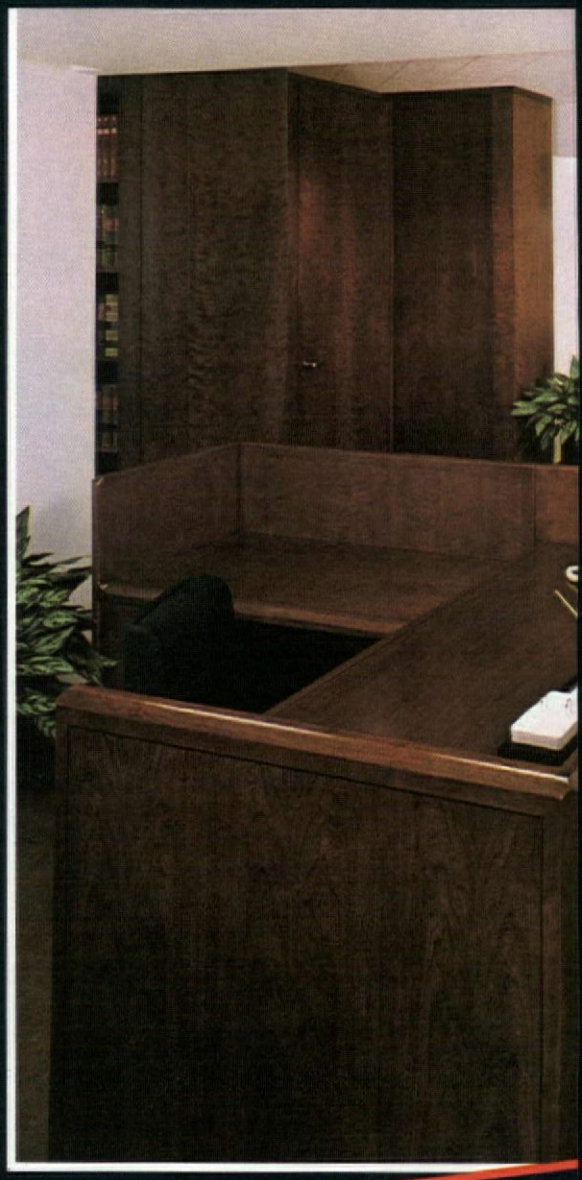

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Furniture that works together on every level.

The Plenum system, vertical furniture and 9000 Series case goods. Design continuity with the Modern Mode chamfered edge.

Modern Mode Incorporated, 6425 San Leandro St., Oakland, California 94621. 415-568-6650.
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"Today, as we construct a new info-sphere for a Third Wave civilization, we are imparting to the 'dead' environment around us not life, but intelligence."
Alvin Toffler
— The Third Wave

Your success as a manager in today's information-intensive Third Wave environment depends upon how quickly you and your organization respond to changes in the marketplace, in technology and in organization structure. Information flow is key to your fast response and improved productivity.

Rosemount's Private Spaces® system offers you a uniquely flexible space management system with self-contained power and communications raceways that change with each panel adjustment. A separate power raceway in the top of the panel has directional connections to prevent wiring errors when powering panels from multiple sources. A communications raceway in the panel base can hold up to fourteen 25-pair phone cables or intercom, word processing and data cables.

There are no restrictions on panel placement. You can rearrange task group clusters or departments in any way you choose—and power and communications move with the change. The system is so simple, your own personnel can rearrange panels without dismantling panels or calling in specialized outside technicians.

For more information about Rosemount's Private Spaces systems and a free copy of our brochure, "The changing nature of management", write or call us today.

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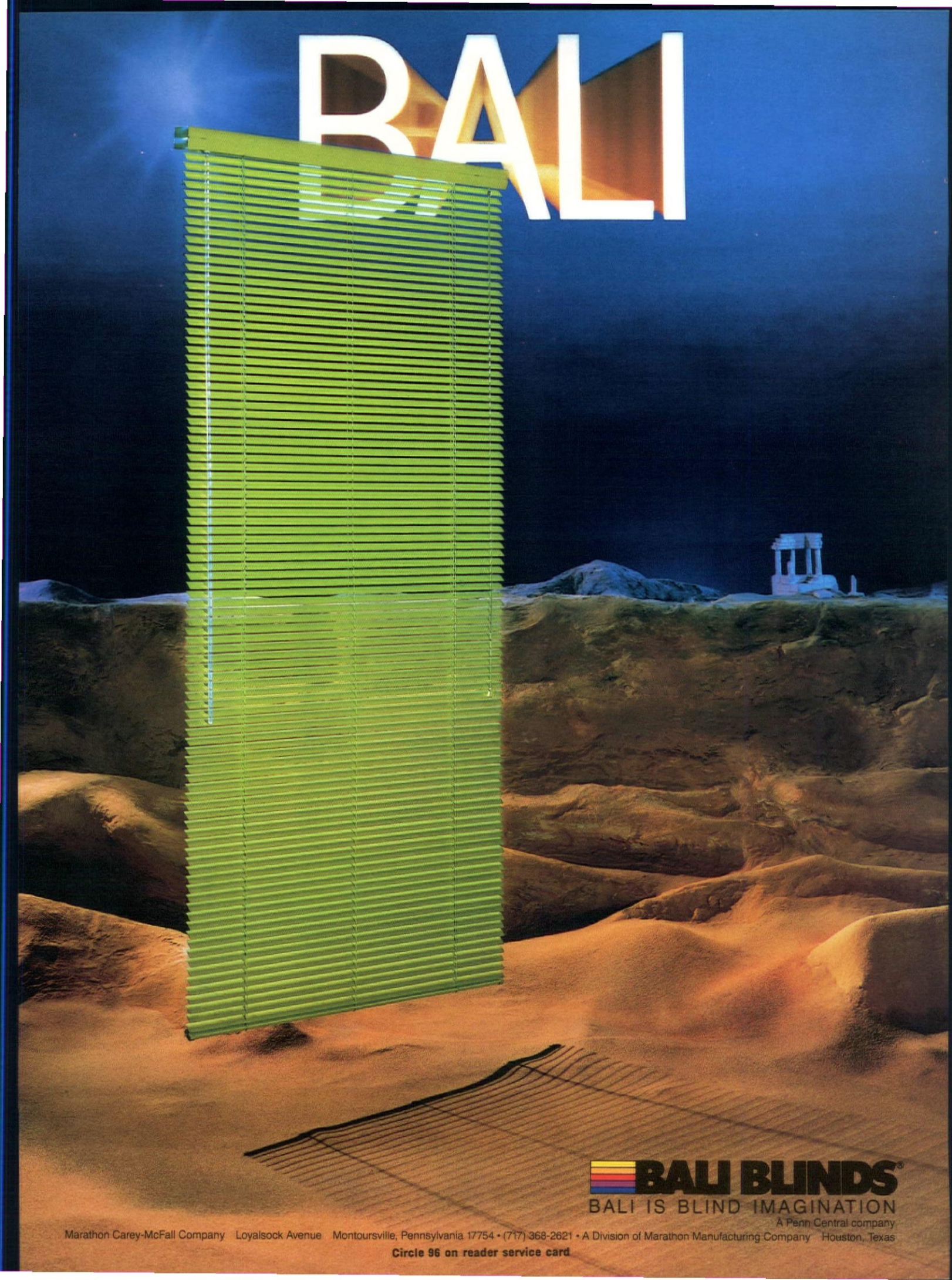
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Designer: Marcel Breuer

Nelson.

This formidable armchair stacks to eight. Its laminated oak frame lends strength and beauty to its uncompromising versatility.

Designers: Lindau & Lindekrantz

Bruno.

Its innovative joining principle makes this chair one of the most unique in the industry. Shown is one example from a broad range of models.

Designer: Bruno Rey

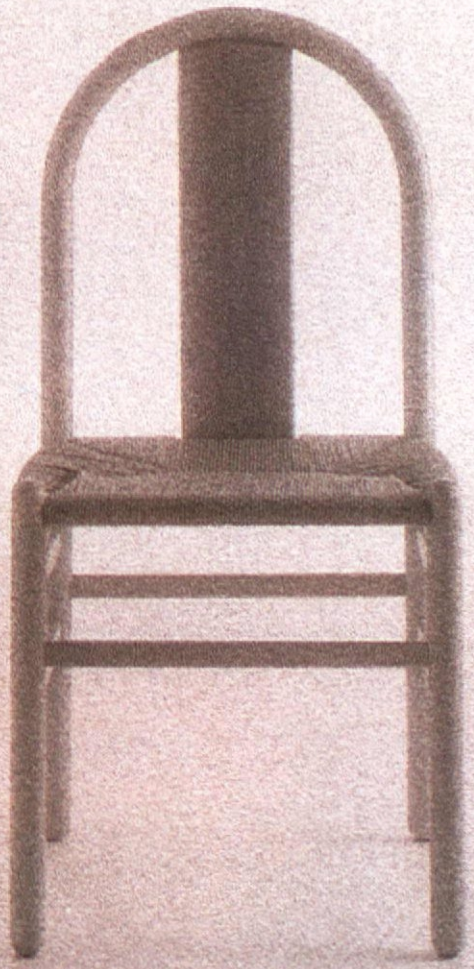
SEATING.

durability, and product versatility. Shown on these two pages are a few examples from our Seating Collection that have met the challenge.

Gina.

This elegant armchair was introduced by Stendig in 1981. Its post-modern profile insures versatile application in residential and contract markets.

Designer: Bernd Makulik



Thalia.

This sophisticated, lightweight chair is extremely durable and suitable for both contract and residential applications. Available in natural and lacquered ash and beech.

Designer: Annig Sarian

Linear.

An understated and durable chair from our Seating Collection. Stacks and links for maximum space usage.

Designers: Lindau & Lindekrantz

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Now the Interface carpet tile system offers you a completely unique and infinite set of creative solutions to those problems. A whole new medium in which to express your imagination and your clients personality. A carpet system which moves easily and adapts to change. A creative alternative which lasts and performs and promotes your reputation for years to come.

With Interface, the custom look is standard, and ready for delivery right now.

For more information, write Interface Flooring Systems, Inc., P.O. Box 1503, LaGrange, GA 30241. (404) 882-1891.

INTERFACE®

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UJA divisions merge, establish $1M goal

New York—Two United Jewish Appeal (UJA) divisions have merged to form the Design, Furniture, & Space Planning Division, according to Bernard I. Silverman, chairman. The merging sectors are the Furniture Division and Design, Planning & Decorative Division.

Plans for the division's June 7 dinner include a keynote speech by Lloyd Bell, FASID, Lloyd Bell Associates. Honorees are Michael Kempler, George L. Kempler Co.; Neville Lewis, Neville Lewis Associates; and Michael Steinberg, vice president, Bloomingdale's.

Silverman says, "By combining efforts of both the newer and older divisions, we plan to reach an unprecedented goal of $1 million for 1983 as a new and expanded division. Our communities are larger, and will extend to every committed member of the furniture and design community."

Where's the new secretary going to sit on Monday?

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A growing office is usually a sign of a growing, healthy business. However if you've got today's staff working in yesterday's office, you might end up with overcrowding, poor worker morale and loss of productivity.

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Ask your NOPA dealer.

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Spec'Built sponsors NEOCON 15 seminars

Chicago—Major corporate interior projects, including AT&T's new space in Oakland, Va., will be the topic of three seminars sponsored by Spec'Built at NEOCON 15.

Wednesday, June 15 at 8:30 a.m. marks the AT&T case study moderated by Len Corlin, co-publisher/editor, CONTRACT. June 15 at 1 p.m. is a design study of Bankers Trust. Arco of Alaska, headquartered in Anchorage, will be the topic of a presentation on Friday, June 17 at 8:30 a.m.

Selected projects are diverse in nature, widely separated by geographic location and interior space requirements. Each case study features the project team—a corporate representative and the architect/designer.

Attendance is by invitation, available exclusively by contacting: Richard Morgan, Specification Built Corporation, 105 Amor Ave., Carlstadt, NJ 07072; 201/438-1864.

Houston design center begins expansion to triple space

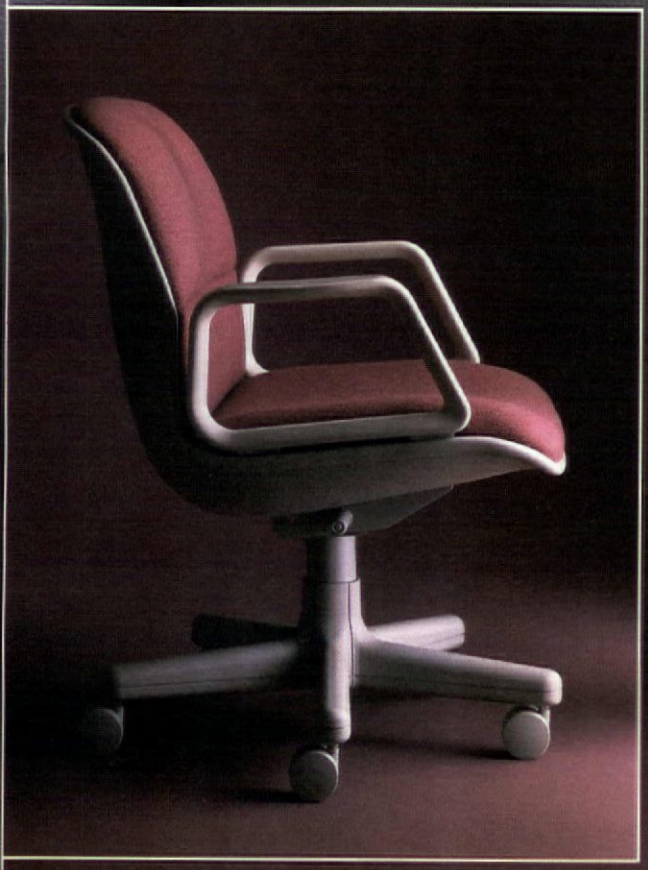
Houston—Work has begun on an expansion of the Decorative/Design Center that will triple available showroom space by Fall 1984.

First phase of construction will relocate the main entrance of the Center from Woodway Drive to Sage Road and provide new parking facilities for 700 vehicles. Construction of a 10-story tower to house showrooms will follow.

Project architect is Morris-Aubry, Houston. Construction engineer is CBM Engineering, Houston, with planning and design coordination by TC Design and Construction Company, Dallas.

The building addition to the center will contain 340,000 sq. ft. and will adjoin the Center's three existing buildings. The first two floors of the new tower and present buildings will be unified to form common lobbies and atria. Located in the central lobby will be an information and registration desk, a 150-seat restaurant, and a 50-seat bar/lounge. The expansion was announced by Lucy Billingsley, president of the Dallas Market Center.

PENTA 200



An ergonomic evolution.

Penta 200 is the second generation of All-Steel's acclaimed 200 series ergonomic seating system, with a heritage of more than a million units sold.

Its contemporary, flowing lines reflect ergonomically sound design which supports people properly to minimize fatigue and enhance productivity. All 26 models feature a distinctively contoured five-arm Penta base which adds exceptional stability and easy mobility in any work situation.

Specify from a broad range of exciting new fabrics and colors to make Penta 200 seating at home in any office environment.

See this ergonomic evolution at your nearby dealer, or contact All-Steel Inc., Aurora, IL 60507. Phone 312/859-2600.

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For all the right reasons.

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Wall-Pride Fabric.
The most colorful order of the day.

When your taste demands the right contract upholstery fabric and wallcovering for restaurant interiors, place your order with Wall-Pride. We serve a full fabric line of appetizing textures and colors. They're class A flame-rated, highly durable, easy to clean and possess acoustic enhancing characteristics. Available now from Wall-Pride, where making your vision materialize is the speciality of the house.

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For sampling and nearest showroom contact Wall-Pride at P.O. Box 7151, Van Nuys, CA 91409, (213) 997-2700.

Du Pont TEFLON® soil & stain repeller

Shown: Kaleidoscope available in 14 colorways.

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Circle No. 2 on Reader's Service Card.
Nature's Own
The newest thing in office furniture?
Wood!
And The Boling Co. ("makers of fine wood furniture since 1904") heads the parade. Business executives and professional people are switching from "man-made" to "natural" in a preference for all-wood desk tops instead of the pressurized laminated plastic of recent times. Boling has met this new market demand by offering—for the first time—15 different pieces from its popular Chatham (25) Series Traditional desks with walnut veneer tops, edges banded in solid walnut.
BOLING
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Boling issues a warm and personal invitation to all NEOCON-15 attendees to visit Space 1043 in the Merchandise Mart.
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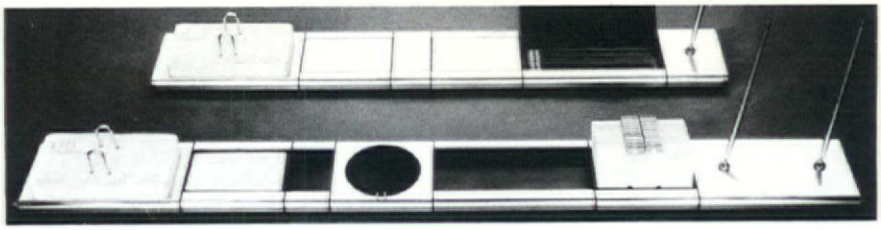

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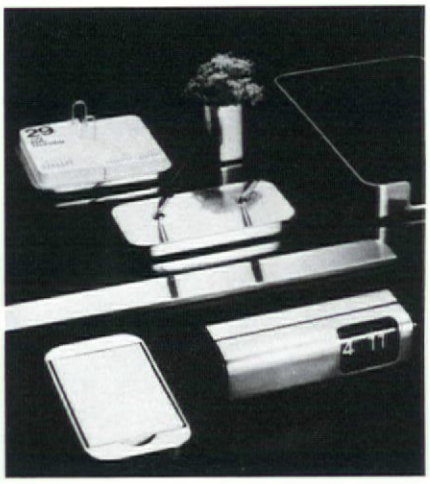

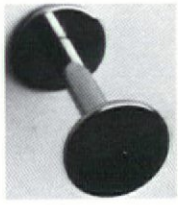

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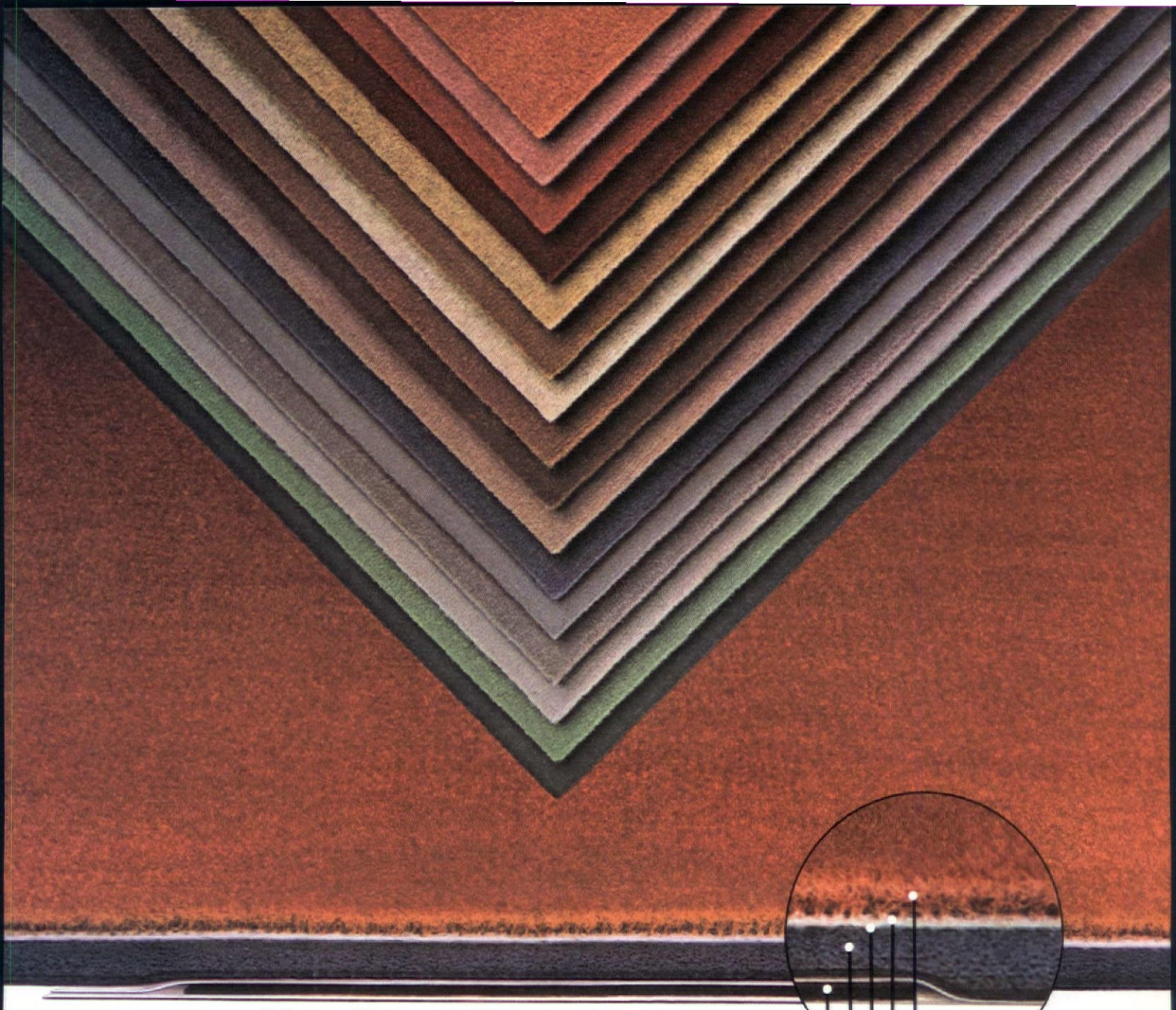

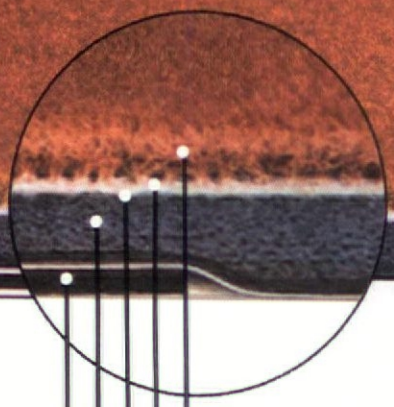

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- **FIRST** resilient modular flooring designed for use over flat cable.
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DUPONT ANTRON III

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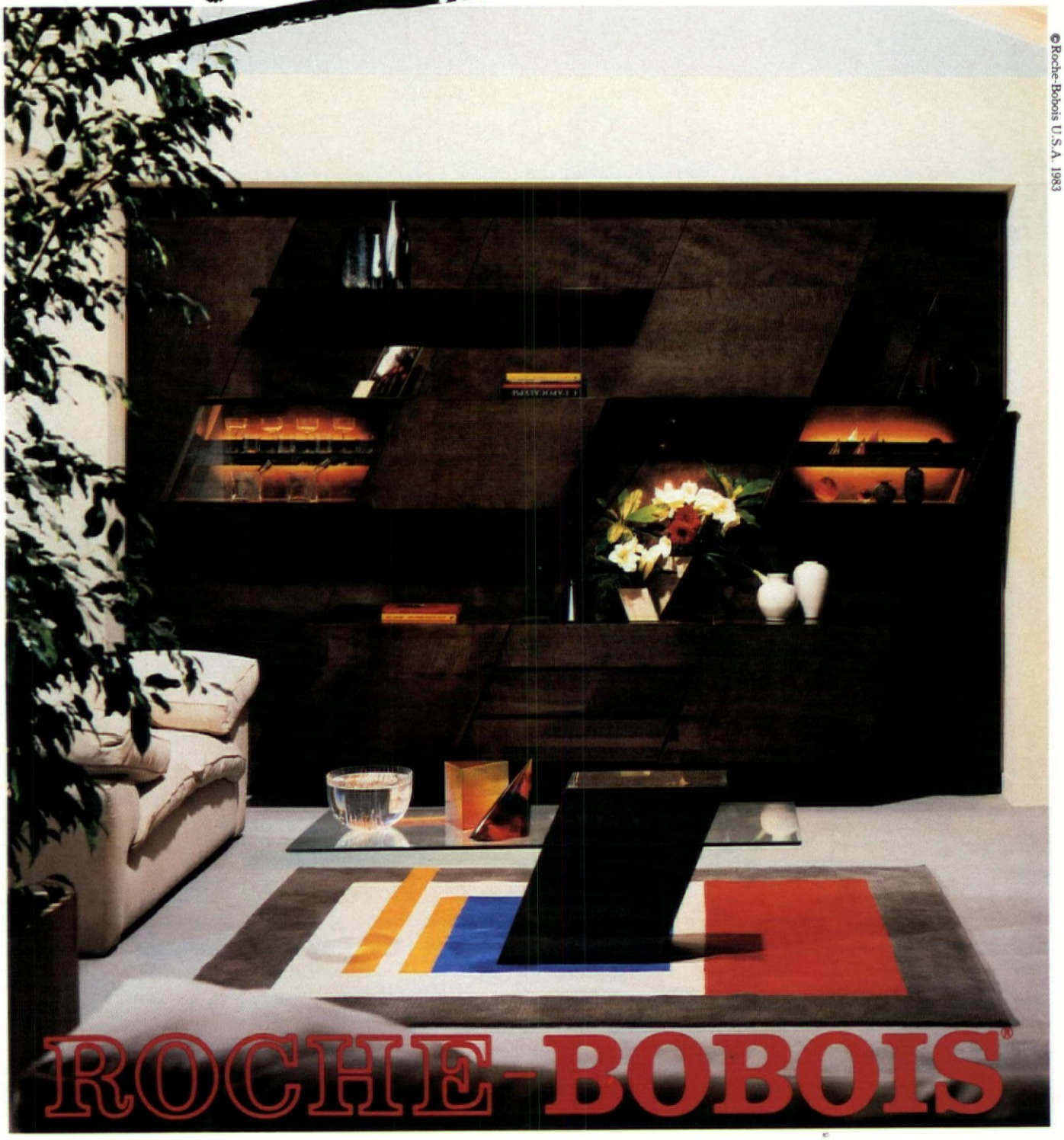
Architexture



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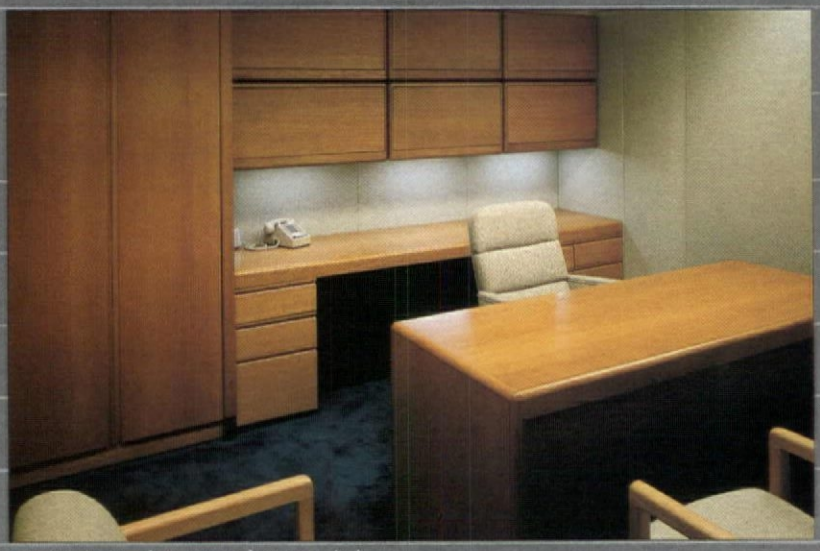

interior design: **Interspace Incorporated**

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Merchandise Mart

Space 10-167

The Rose•Johnson office furniture system has been selected by Joy Manufacturing Company for their new corporate offices in Pittsburgh, Pennsylvania.

A wide selection of panels, worksurfaces, storage cases and components were specified to accommodate the functional user needs throughout all levels of the corporate structure.

The quality of design detailing and the warmth of wood evident in the system makes it an attractive solution for the discriminating user.

For further information and literature on how this system can work for you contact Rose•Johnson.

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Come to the Wool Bureau Showroom, we'll help put you in touch with tomorrow.

Come see "Wool, The Most Cost Effective Choice for Carpets". See how computer science enters the world of contract carpeting. Witness a demonstration of the carpet life cycle costing computer program which assesses actual user costs of comparable commercial carpet installations with regard to life-span and maintenance schedule.

Come see "How to Specify Wool Carpet" an educational program on how to go about writing specifications for wool contract installations.

Come see "Wool, The Choice Now and Tomorrow" an informative 12 minute film featuring outstanding pure wool carpet contract installations with leading designers and a textile expert discussing wool's exceptional aesthetics and performance.

Seminar Schedule: "Wool, The Most Cost Effective Choice for Carpets" – June 14, 10:30 a.m./June 15, 2:00 p.m./June 16, 10:30 a.m. □ "How to Specify Wool Carpet" – June 14, 2:00 p.m./June 15, 8:00 a.m. and 10:30 a.m./June 16, 2:00 p.m. □ "Wool, The Choice Now and Tomorrow" – June 14, 9:30 a.m./June 15, 3:30 p.m./June 16, 9:30 a.m. and 3:30 p.m.

Come see "Ever Nouveau" our new brochure brought to life in our showroom. Magnificent photo presentation of dramatic contract settings created by eleven designers, illustrating beautiful ways to use wool carpeting and upholstery.

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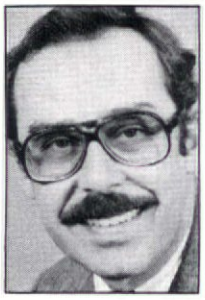
CONTRACT QUOTES

SHIFT TO CONTRACT REQUIRES STOCK CHANGE

Ken Book
President
Gunlocke
Wayland, NY—

"Residential companies now considering moving into the contract sector of marketing often have problems meeting commercial furnishings orders because they've been accustomed to stocking minimal amounts and cutting new materials only a few times a year. The average consumer purchasing home furnishings will wait—often months—for a cutting after placing an order. The faster pace of commercial design requires greater emphasis on in-stock quantities rather than waiting for a collection of orders. So, unless residential companies reorganize their inventory programs, they cannot possibly hope to effectively compete."

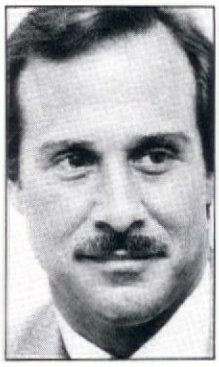
DESIGNERS LAGGING IN ACCEPTING COMPUTER



John Whyte
Eastern Regional Manager
Sigma Designs
Englewood, CO—

"The interior design community is about to be overtaken by the architectural community unless it recognizes the advantages of automation. The interior design community is lagging in acceptance, while the architectural community is looking at interior design as a means of business, accepting automation of design processes more readily. Consequently, the architectural community could severely impact interior design as we know it. Interior designers must invest in automation in much the same manner. With construction costs up and facility management having increasing importance, the scope of ongoing client planning/management becomes a major part of the interior design business."

OPPORTUNITY KNOCKS WITH CHANGING SOCIETY



David M. Teitelbaum
President
Teitelbaum Holdings Ltd.
New York—

"Developers must find properties that have outgrown uses as factories or industrially oriented facilities because the nature of society has changed course. Now exist the greatest opportunities for visualizing changes in properties. Daring to believe in these projects is successfully positioning oneself for the future in real estate and architecture."

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Lella Vignelli
President
Vignelli Designs
New York—

"I believe design is more evolution than revolution. In the '60s, with the first signs of technological development boom, innovation was met by a naive fascination resulting in short-term approaches to related design problems. We have since become wiser, taking a harder look at new inventions, discoveries, and conquests, without disregard to the past. There is a return to elegance and humanism. America is now in the preservation state that European countries have attained due to a greater timespan of existence. Design cycles seem to melt the old and new into a remarkable coexistence."

PLANNERS OFTEN RELY ON FACILITY MANAGERS

J. Robert Hillier
Principal
Hillier Group
New York—

"Facilities management is about people, space, time, and money. As a profession, its members are a responsive, reactive, resourceful group. Architects, planners, and design consultants look to that group to have developed space, task, and equipment standards, and a functional organizational diagram. With that information, 90 percent of the work is done."

USE IMPORTED MATERIALS WITH PROBLEMS IN MIND

Wendell Castle, Wendell Castle Inc.
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"When you begin designing custom pieces with unusual treatments, especially unusual woods, the concept may be affected by quotas and restrictions on imports that comprise the products. Design as reflected by unusual materials or surface treatment is not dependent solely on the designer's ingenuity or imagination. He or she must temper ideas with the constraints of limited resources, international trade restrictions, import quotas, and prohibitive costs."

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A Notion of Motion

nce there was a man named Parker Jones who was in charge of input and output at ComTelBizCorpSat. Every morning, he would sit down at his CRT terminal where he would input and output with amazing throughput. By afternoon, though, his output of input and output was totally *ka*-put.

This displeased the third, second and first Vice-Presidents who sent the fourth Vice-President down to the ninety-seventh floor to investigate.

"Parker needs a Cyborg chair," he reported back.

"A what-borg chair?" asked Vice-Presidents one through three in unison.

"Parker's problem," explained the fourth VP, "is that he sits in front of that blasted CRT all day and never moves. A person cannot sit still hour after hour and be productive."

"What will a Cyborg chair do?" asked Vice-Presidents one through three in unison.

"Inside a Cyborg chair is a hydraulic cylinder that causes the seat to move from to and back again all day long—*while Parker is sitting still!* So even though he is seated, Parker will be continuously in motion—minute to minute."

"With a Cyborg chair," the fourth Vice-President summarized, "Parker's body won't have to stay-put."

Rudd International/ 1066 31st Street N.W., Washington, D.C. 20007 /(202) 333-5600

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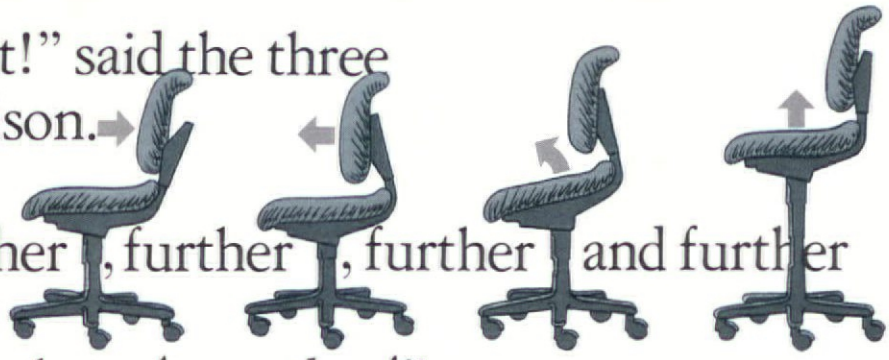
So all day long he'll feel good enough to keep up that input/output throughput."

"Well put! Well put!" said the three Vice-Presidents in unison.



"And the Cyborg chair also adjusts further, further, further and further than any other ergonomic chair on the market. *Any other!*"

Parker got his Cyborg chair with built-in motion and the Vice-Presidents got corner offices. All four of them lived happily ever after in identical houses on the same street in Greenwich, Connecticut.

Rudd

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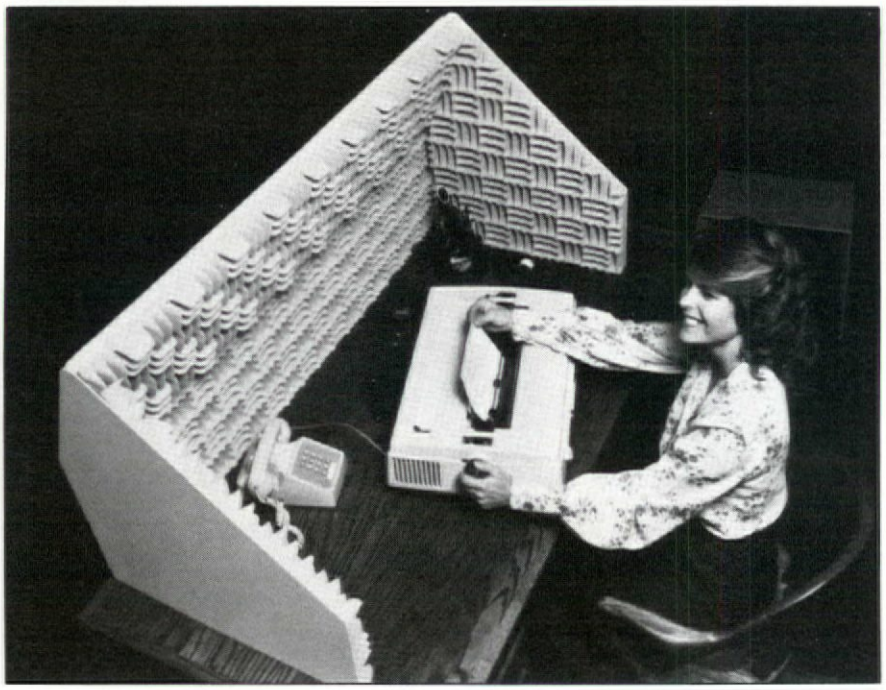
Sound barrier installs around conventional desk or table top

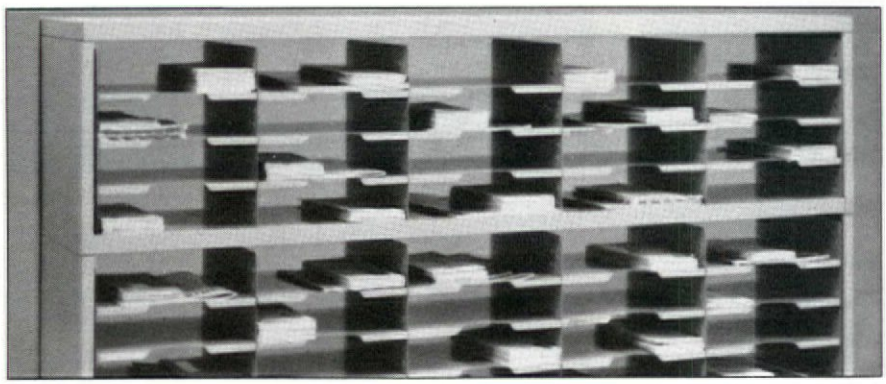


Sonex Silent Station from illbruck/usa creates an instant office by forming a sound barrier around any conventional desk or table top. Item installs without tools since panels mount securely with adhesive-backed tape. Optional side panels allow even greater privacy. Sonex panels also may be wall-mounted or suspended in areas where noise is a problem. **Circle No. 480.**

Two-shelf system eases data storage

Decar Corp. offers a feeder-receiver storage rack with two shelves that simplifies collating of printed data. Lower shelf houses unprinted paper and feeds data directly to the printer. Printed media is stored on upper shelf in folded stacks. Laminated surface is heat-, stain-, and liquid-resistant.
Circle No. 465.

Open back mail pick-up cabinet doubles as pre-sort station



A new open back mail sorter from W.A. Charnstrom Co. is designed for pre-sort and pick-up functions. Unit has 24, 11-in. openings and 16, 12-in. openings. Open back design permits sorting from either side by one or more workers. Various heights, depths, and widths are offered. All-steel cabinet is finished in beige baked enamel.
Circle No. 466.

Calculator meets banking needs

A new addition to Metcor Mfg.'s 3000 Radius Series desk accessories group is an executive desk top calculator with computerized memory. Unit features 2000-hour batteries, five-minute automatic shut-off, and nine functions with memory. Available finishes are bronze, brass, polished and black chrome. Unit snaps out of housing for battery replacement. Keys are molded in character shape. **Circle No. 463.**

Lower lighting for easy changes

When lighting fixture height creates a problem for bulb changing or maintenance, Joslyn Lowering Systems featuring Thompson Hangers® eliminate scaffolding, ladders, and special equipment. Lowering equipment brings the fixture to desired height, de-energizes light source, and re-connects it automatically. Systems allow fixture replacement at heights up to 450 ft. **Circle No. 481.**

Tiny cylinder equipped with chip monitors toxic gas concentration

A new way of monitoring toxic gas concentrations inside buildings has been developed by Terradex Corp. Comprised of a 1-in. square cylinder containing a plastic chip, the device measures poisonous radon particles—decay products of uranium—and enables location of the gas source. Device is wall-mounted and remains effective for three-months. **Circle No. 464.**

Units interlock for assembly

Instant assembly without tools allows tailoring of Flairwood Industries' workstations to suit user needs. Sectional units are shipped and stored in pedestal or flat panel form. Patented interlock fastener system provides stability. Finishes are almond, oak, and walnut. **Circle No. 482.**

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UPS/Three Way Station

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UPS System Designed by Dave Woods

Circle 125

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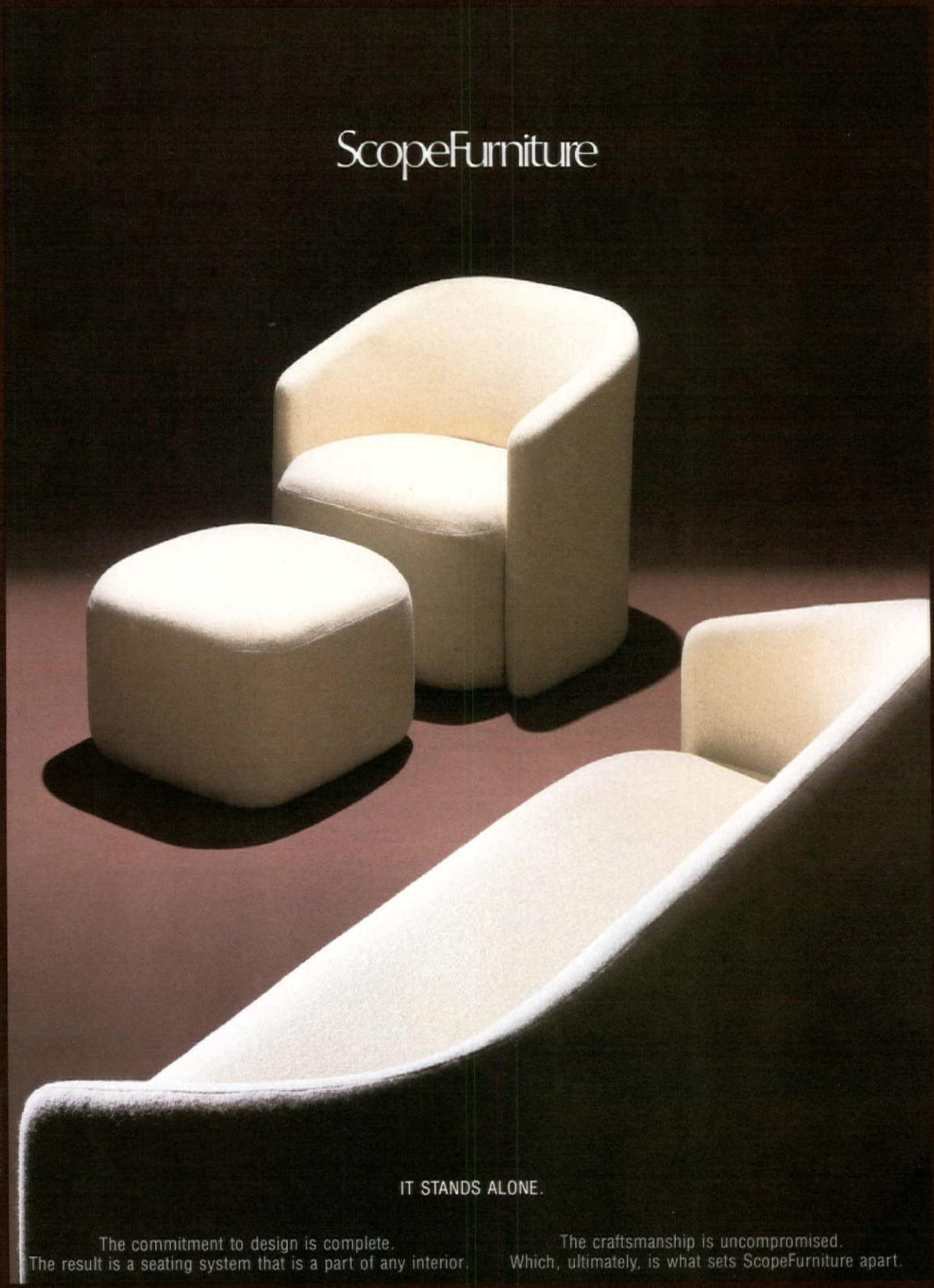

PHOTO: PETER PAIGE

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OVID by Lisa Sewell

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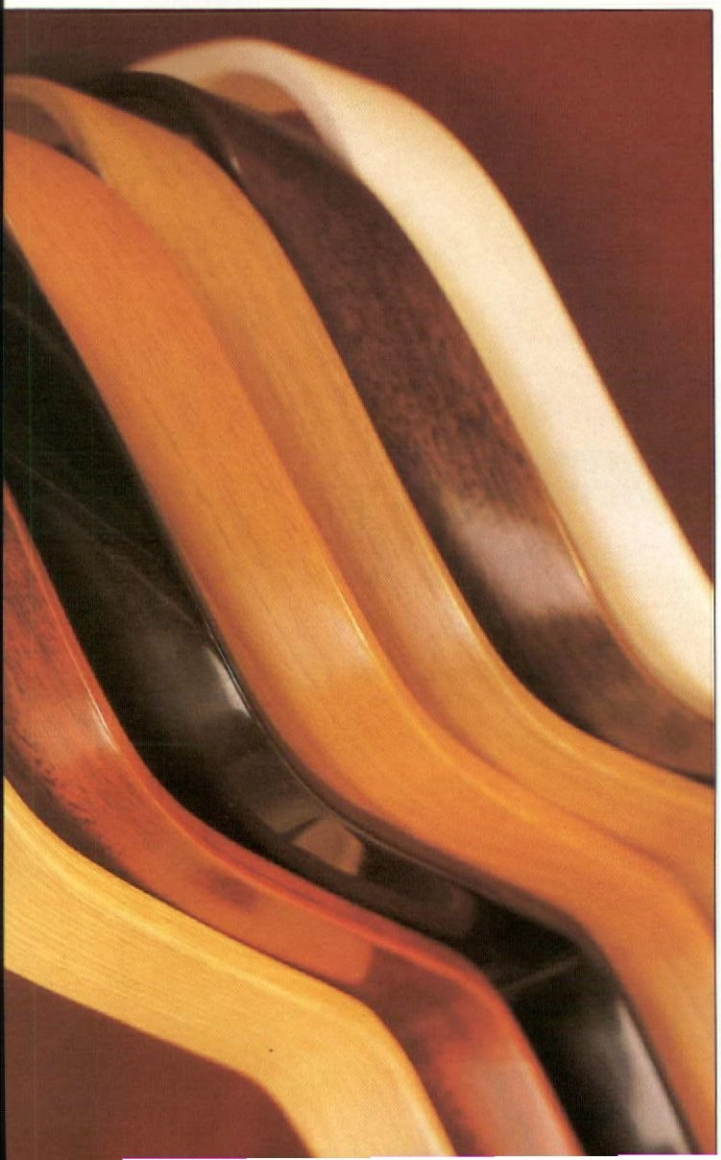

Compound curves frame Ogg chair

Richard Ogg, creator of the Ogg chair, has framed the new Stow/Davis product with a continuously bent strip of wood laminate.

Wood border is available in white oak or walnut. Calculated lumbar support is built into the rotationally molded seat. High-back, low-back, and side versions are offered with bases clad to match the wooden perimeter.

Circle No. 449.

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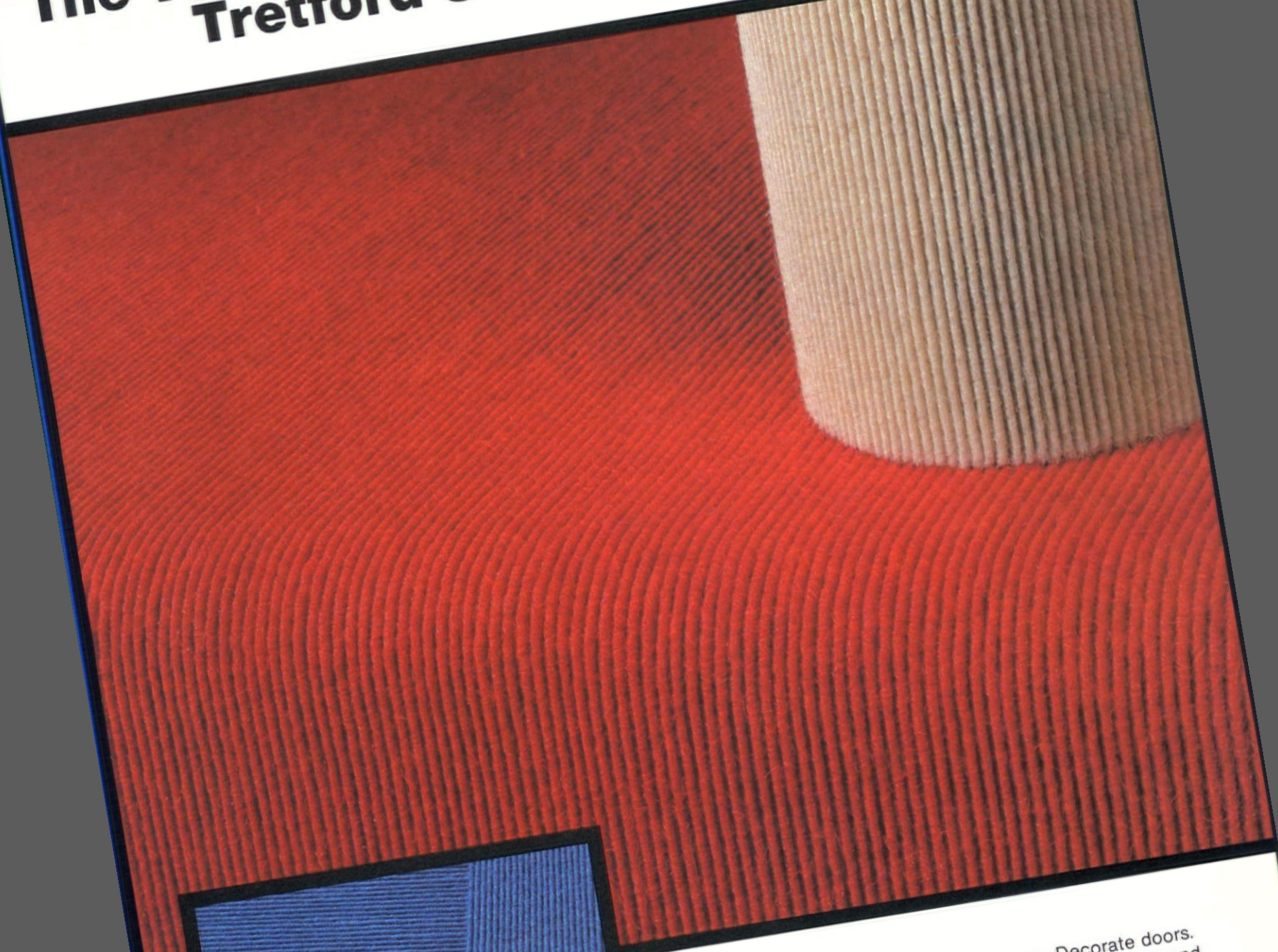

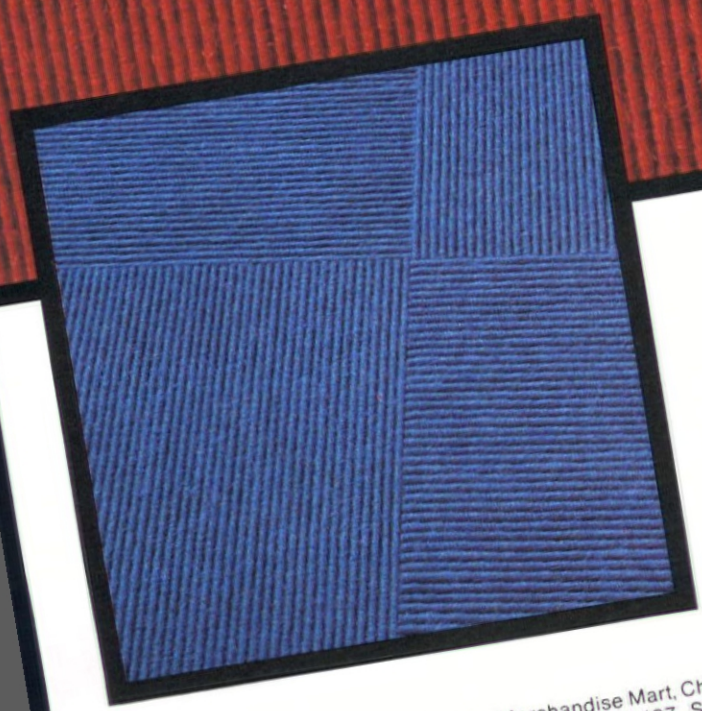

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In airports:
Carpets of Antron® perform with style.

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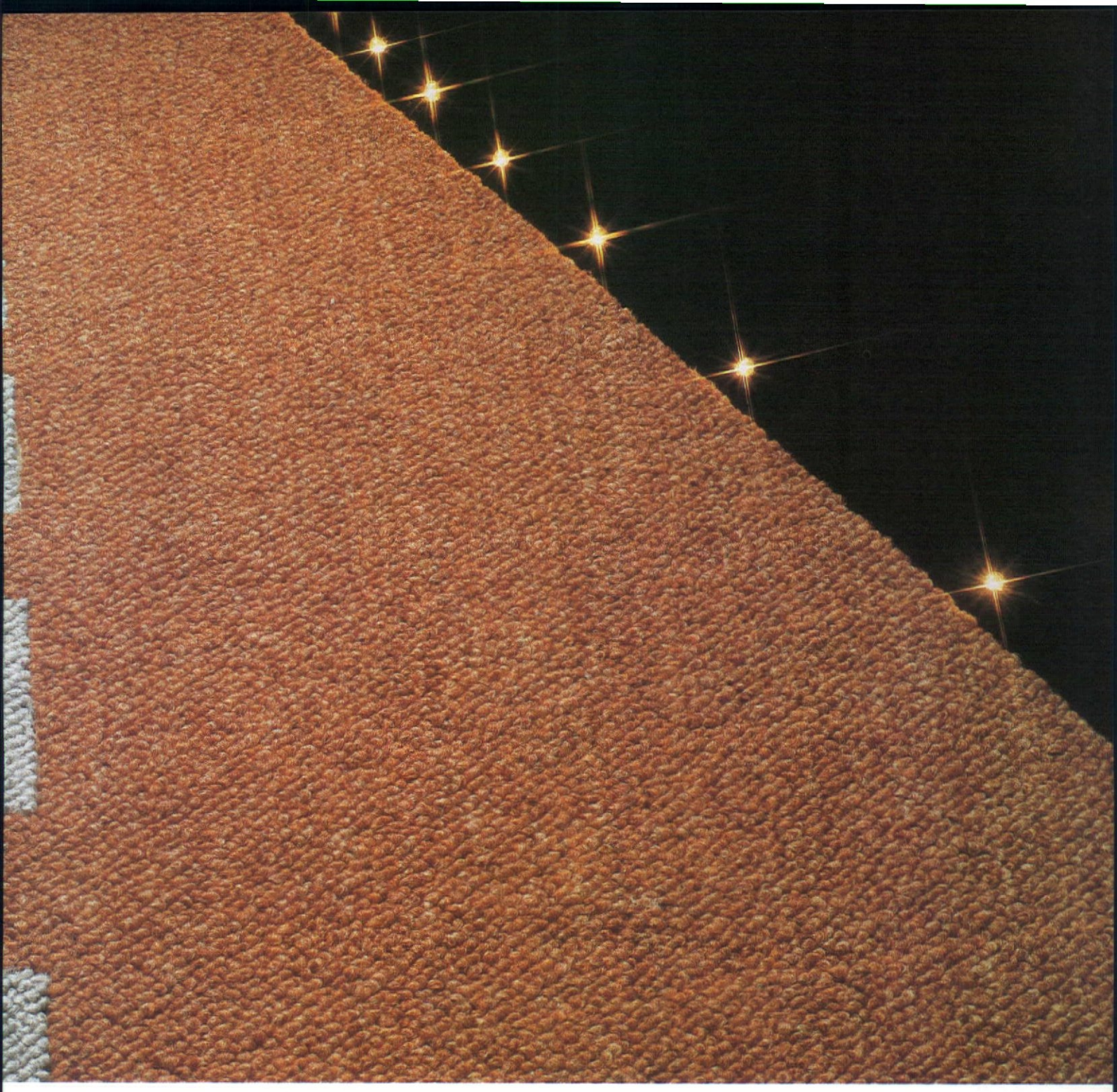

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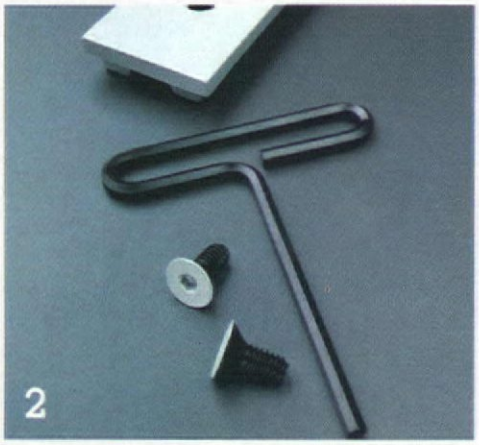

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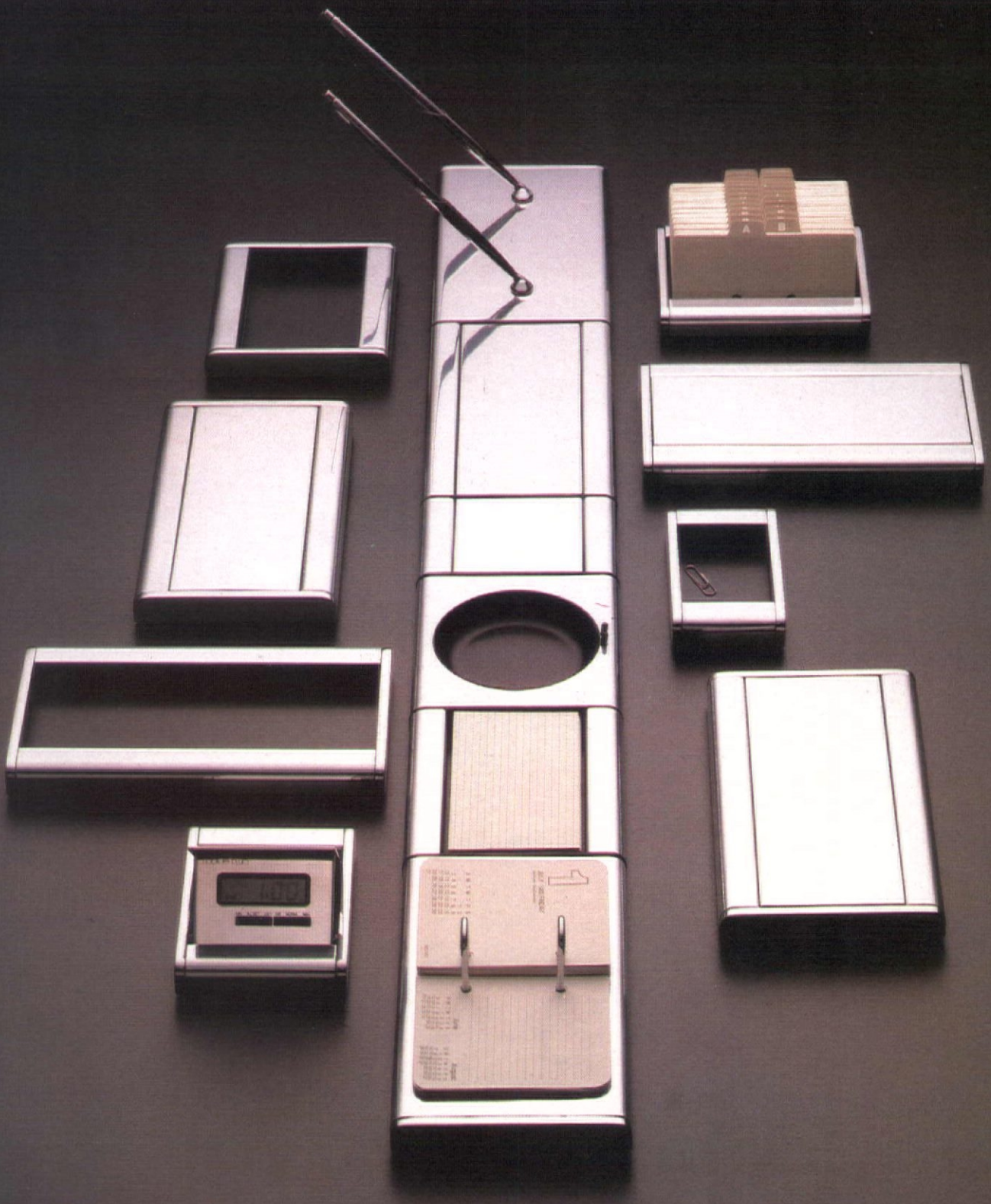

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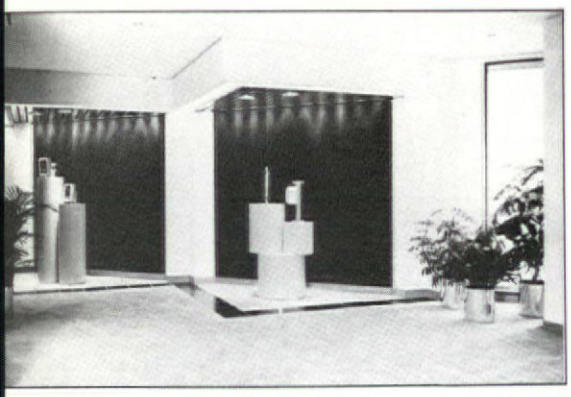
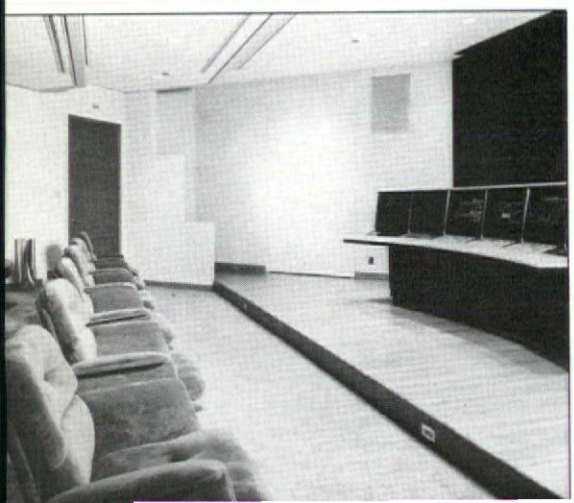
Technical products treated as art in showroom displays





Treating technical [process control instrumentation] products as art forms has resulted in a three-dimensional display design for the Executive Conference Center (ECC) of Fischer & Porter Co., specialists in control instruments and engineering. A project of Leotta Designers Inc., Conshohocken, Pa., the showroom culminates Leotta's 16-year affiliation in designing and styling products for the high-tech Philadelphia firm.

For impact upon entry to the ECC space, Marc J. Leotta, vice president in charge of project design and direction, employed a series of 45-degree angles to set direction and create single-unit product display niches. This initial foyer has a low reflective aluminum ceiling above Italian tile flooring to draw attention to the product area. Wall panels hide service rooms throughout the installation.

Entrance to the central product display area reveals similar use of triangular niches where individual product groups are pedestal-mounted. Lighting, monitored by Fischer & Porter showroom guides, is activated by a "magic wand" system developed by the firm's control instrumentation engineers.

Leotta's triangular display areas discourage bunching and crowding at displays since viewing is possible from all sides. Triangular forms meld in the auditorium where seating creates a "V" shape toward the display platform. Stepped wall configurations conceal supplemental equipment.

SOURCES

Project team—Fischer & Porter Co.; Gary L. King, vice president; Robert Shaw; Richard Thomas; Barry Breech. **Designers**—Leotta Designers Inc.; Marc J. Leotta, vice president, project design/direction; Florence McGrady, color/furnishings coordination; Albert Taus, production drawings; Samuel S. Leotta, president, display/graphic design; Steven Imrisik, direction/fabrication. **Consultants**—Omega Consultants, electrical/mechanical engineering; Lighting Design Collaborative, lighting; Photo Communications Inc., audio/visual.

Desk—JG. **Seating**—Castelli, Stendig, Sunar, Kinetics. **Fabrics**—Carnegie, Unika Vaev. **Lighting**—Atelier International, Lightolier. **Tables**—VectaContract, Architectural Supplements, **Accessories**—Architectural Supplements, Bloomingdales. **Ceiling**—Luxalon. **Tile**—Edilgres. **Carpet**—Bentley. **Shades**—Mecho.

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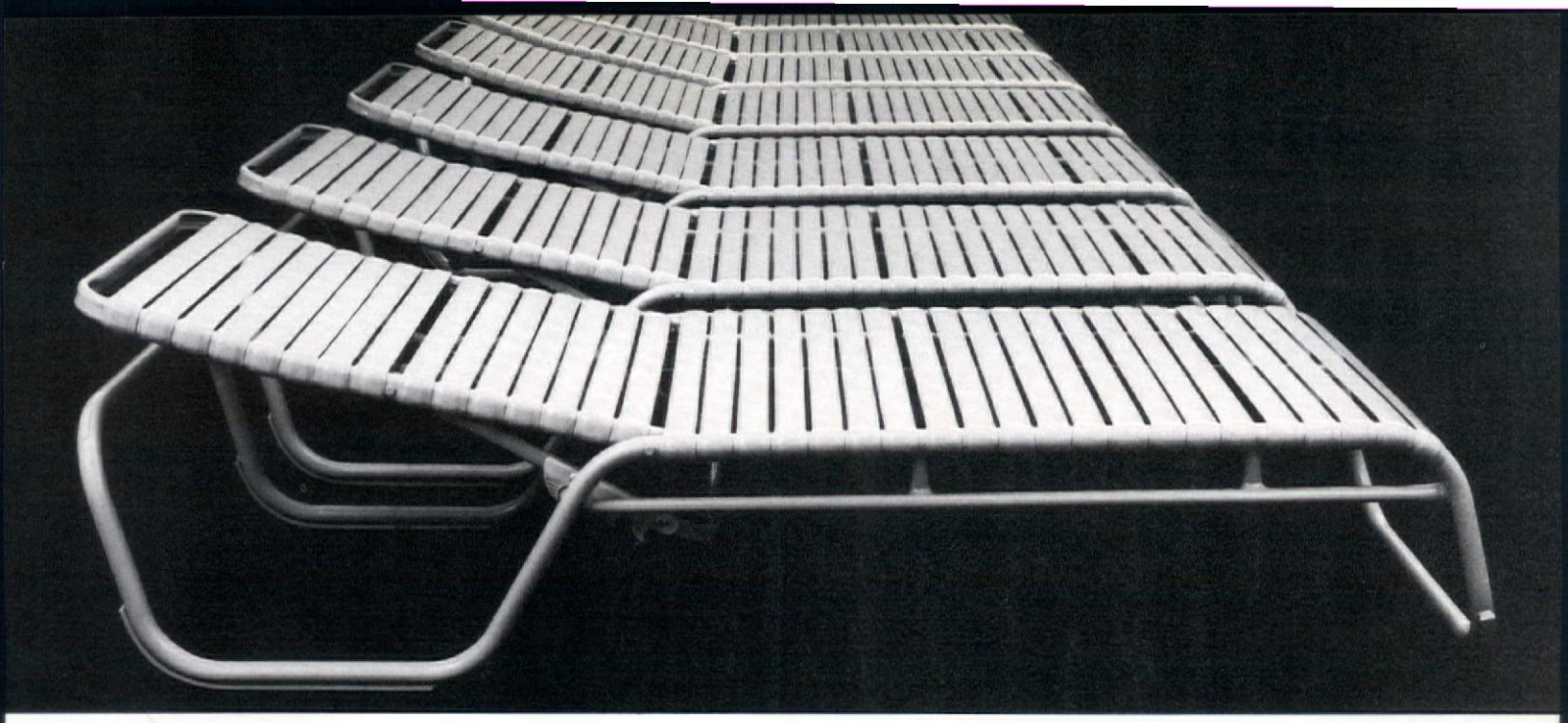

14 reasons why Brown Jordan's OLYMPUS stacking chaise is your best buy.

1. Oversize 1¼-inch tubular aluminum frame – even more rugged with steel inserts at stress points.

2. Sleigh-runner legs are ideal on any surface – grass, sand, tile, cement.

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4. Molded nylon back adjuster, a Brown Jordan innovation, adjusts to 5 positions – virtually indestructible.

5. Individually installed 2-inch wide vinyl seat straps, double-wrapped around frame with special non-slide feature.

6. Bridge-type stretchers engineered for load-carrying also provide unobstructed sides.

7. Aluminum skids welded to runner legs superior to ordinary glides.

8. Nylon facings prevent metal-to-metal contact when stacking.

9. Frame design prevents tipping when sitting on either end.

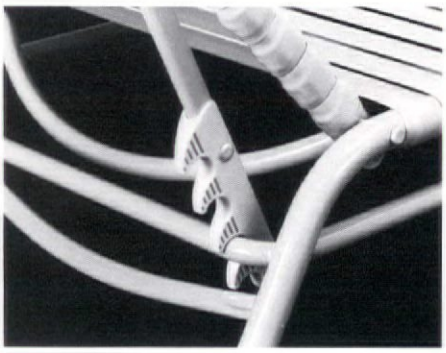
10. Wider and longer seating area takes up no more space than ordinary chaise. Seat-bed is chair-height for easier use by the elderly.

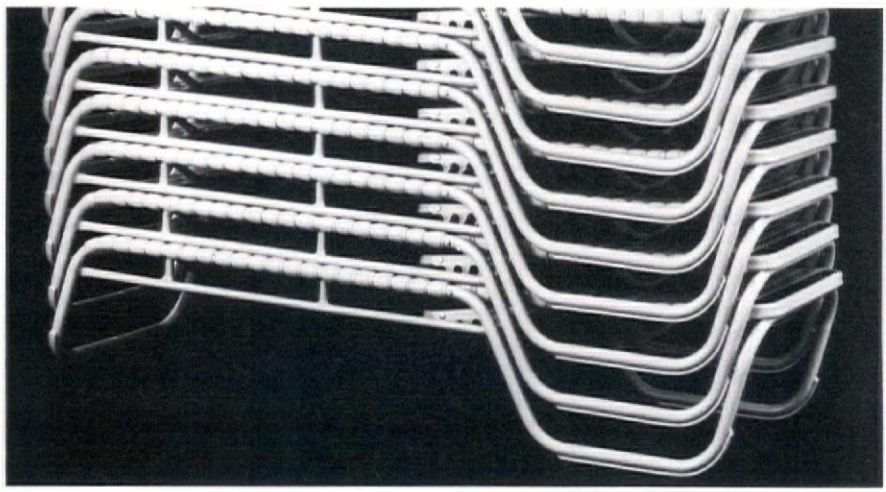
11. Original contemporary design was the single American finalist in the Resources Council Design Compeitition.

12. Stacking chairs, dining and occasional tables also available with the same extra durability and good looks.

13. Competitively priced and even more economical considering Olympus' low maintenance and long life.

14. And it's from Brown Jordan. The best reason of all.





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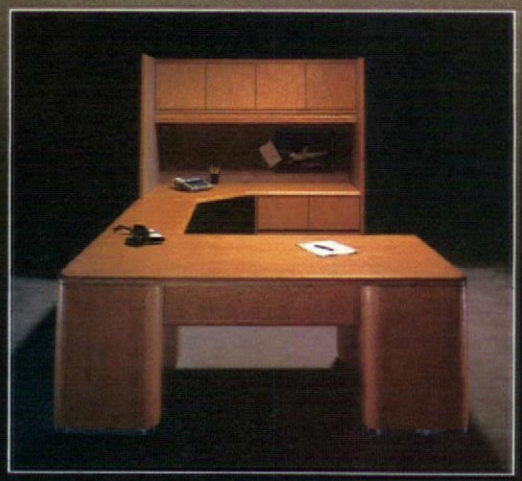
DAVIS

Woodtech 4000™

The innovative wood system for the fast changing office environment.



Innovation...the key word for Woodtech 4000™. Transitional design enhanced by the quality and warmth of wood. Yet, as functional in its applications as most other modular systems. The line contains over 80 units which will adapt to almost any office environment - from conventional all the way to an extensive modular *electrified* system for data processing.

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Designed by Robert Bernard Associates

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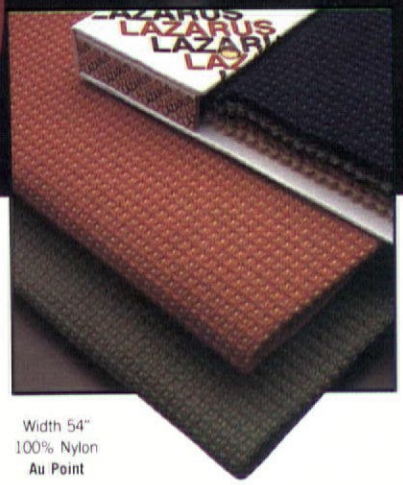

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100% Nylon
Au Point

Some fabric manufacturers have a line two or three times the size of Lazarus'. But if their service and delivery promises are just illusions, all the choices in the world won't help you.

Actually, the chance of getting exactly what you want from Lazarus is excellent. Our stylish, growing line of over 2,000 SKU's provides a choice of patterns, colors and fabrics to meet almost anyone's needs.

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That's not all. Our reputation for service and on-time delivery is outstanding. In fact, we ship most orders within 48 hours. But when you're working with professionals like Lazarus, would you expect any less? We've even turned down orders rather than mislead customers on delivery dates. After all, there's a big difference between being tricked and pulling a trick out of a hat.

CREATIVITY AND SERVICE ARE THE FABRIC OF OUR BUSINESS.

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James Wines, president of and co-founder of SITE, the architectural and environmental arts organization known for its exploration of new ideas for buildings and public spaces, has been named chairman of the Department of Environmental Design at Parsons School of Design. He will assume his new position at the beginning of the 1983 academic year. Wines is currently preparing a book describing the philosophy of SITE, entitled *De-architecture*.

Richard L. Allshouse (shown) is now director of marketing for Hunt Manufacturing Co., Office Products Division. The firm is headquartered in Philadelphia.

Allshouse

Carol W. Royal, former partner, Classics Ltd., New Jersey furniture dealership, formed a new company called **Interior Workplaces.** The new dealership is located at 791 Alexander Rd., Princeton, N.J. 08540; 609/452-0555.

The American Institute of Architects (AIA) recently urged the New York City Board of Estimates and Mayor Edward Koch to save Lever House, New York's first glass office building. The 31-year-old structure, recently designated by the Landmarks Commission, is now being considered for demolition and replacement by a 40-story, Park Avenue office tower.

Bartels

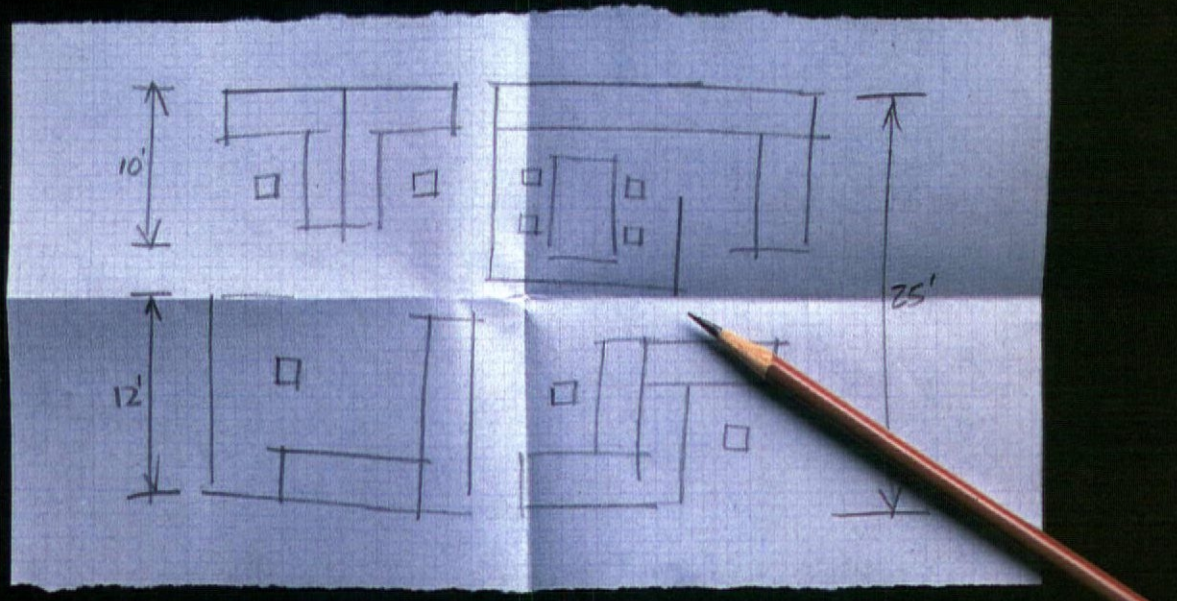
Huddleston

Rita St. Clair Associates Inc., a Baltimore-based interior design firm, has added two designers. **Peter D. Bartels** (shown) and **Donnan C. Huddleston**, ASID (shown) have been hired in the expansion of St. Clair Contract Design Division.

GF Furniture Systems, formerly GF Business Equipment, restructured three major sales divisions. **Robert C. Arevalo** now heads southern area sales in addition to serving as international marketing and sales director. **David C. Dunkerley** was appointed director of sales for the firm's northern region. **Robert T. Majcherek** now directs western area sales. Also announced was the appointment of **John M. Sinnett** as marketing director.

ISD Inc. elected **Mel Hamilton** vice president and officer-in-charge-of the Chicago office.

Computer Accessory Corporation, a computer furniture company based in Dallas, has introduced a widespread marketing plan to expand its distributor/dealer network.



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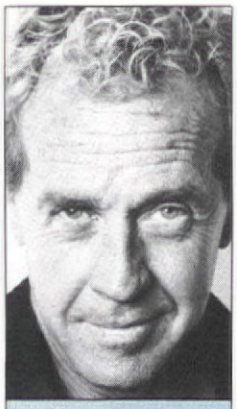
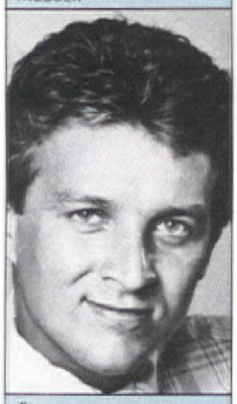
What other system makes ordering so easy? The fact is, many manufacturers have you specify each part individually: brackets, connectors—even panel feet. You could spend hours.

But with SYSTEM 2PLUS, you can order a complete office environment in a fraction of the time. All required assembly hardware is packaged with your order. So your system arrives complete—ready to install.



Madden



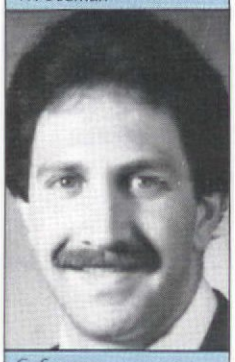
Frey

Nancy Brown, former co-publisher of *Designers West* magazine, has founded **Impressions**, a company specializing in handpainted fabrics. Designer is **Donald Madden** (shown) and production manager for the line is **Jeffrey Frey** (shown). The Madden series is offered through Design West, Miami; The Kipp Collection, Los Angeles; Pacific Showrooms West, San Francisco; and Connaissance Fabrics Inc., New York.

Royce McCracken was named president, Curtis Products Ltd. He replaces the late D.E. McCutcheon. In addition, **Gordon J. Dolley** assumes responsibilities of sales manager, U.S.A.; **Bill Sherhols** now supervises Canadian sales as well as all firm marketing efforts; and **Leonard Donker** becomes secretary/treasurer. for the firm. The manufacturer is headquartered in Ontario, Canada.

Interface Flooring Systems has acquired controlling interests in Carpets International, P.L.C., a U.K. carpet manufacturer.

W. Seeman



C. Seeman

Recent promotions at Helikon Furniture Company include **Charles Seeman** (shown) to vice president, administration, and **William Seeman** (shown) to vice president, marketing. Both are sons of Fred Seeman, founder of Connecticut-based furniture manufacturer.

Design Supply Group, a full-service furniture dealership, now offers facility planners computer-assisted fixed asset and design inventory services. The new system enables computerized recordkeeping of furniture, fixtures, and equipment owned by large corporations. Design Supply Group is a subsidiary of Swimmer Cole Martinez Curtis, California space planning firm based in Marina del Rey.

Reff Corporation's new representative for Florida, Puerto Rico, and the U.S. Virgin Island's is **Duane Habeck Associates**, Boca Raton, Fla.

Huygens and Dimella Inc., Boston architects, named **J. Robert Taylor** an associate with the firm.

SYSTEM 2PLUS gives you other advantages, too. Like more combinations of furniture and panels than any other single system line. An electrical/communications system that's second to none. And delivery times that are typically half the industry average.

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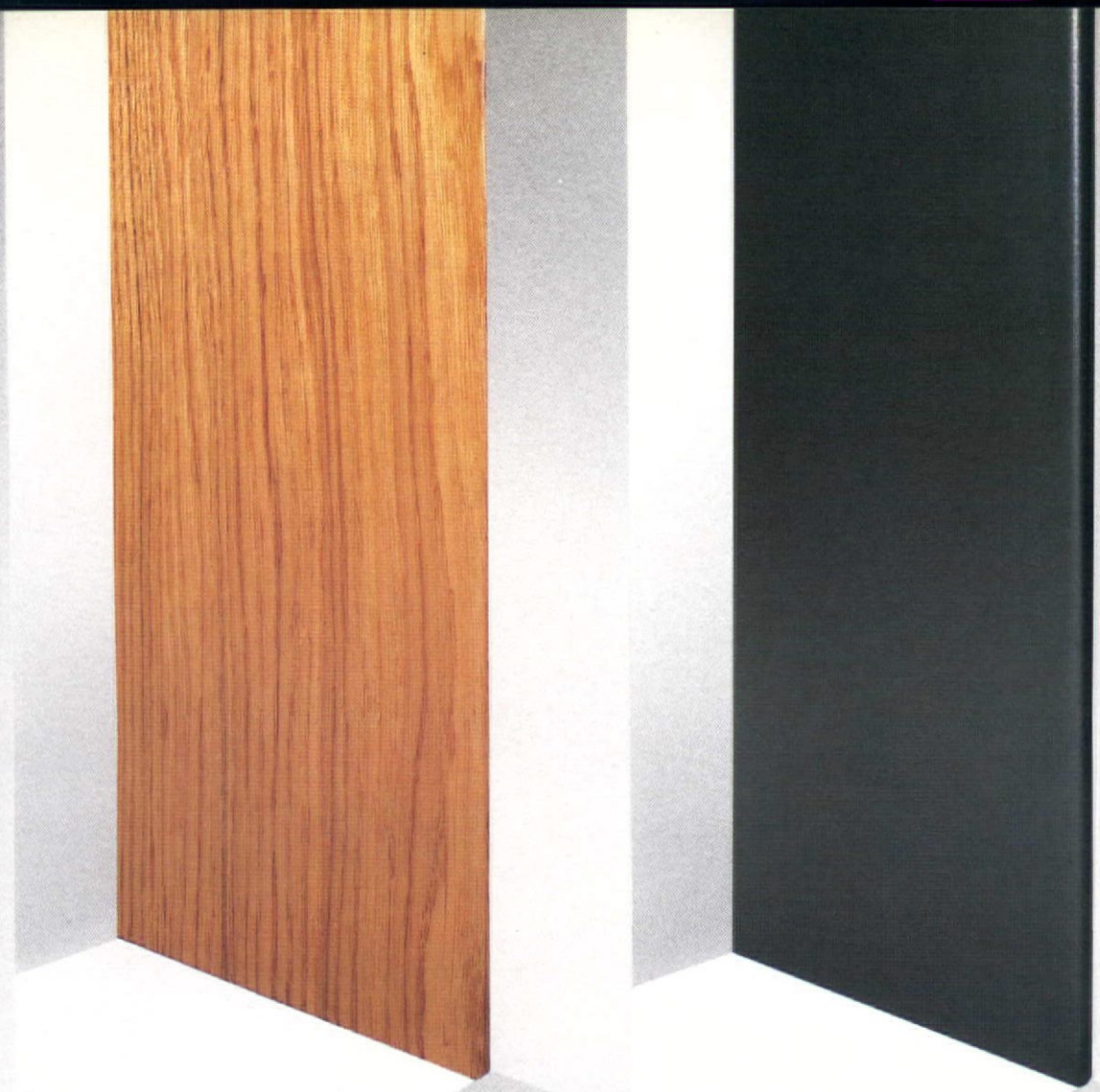

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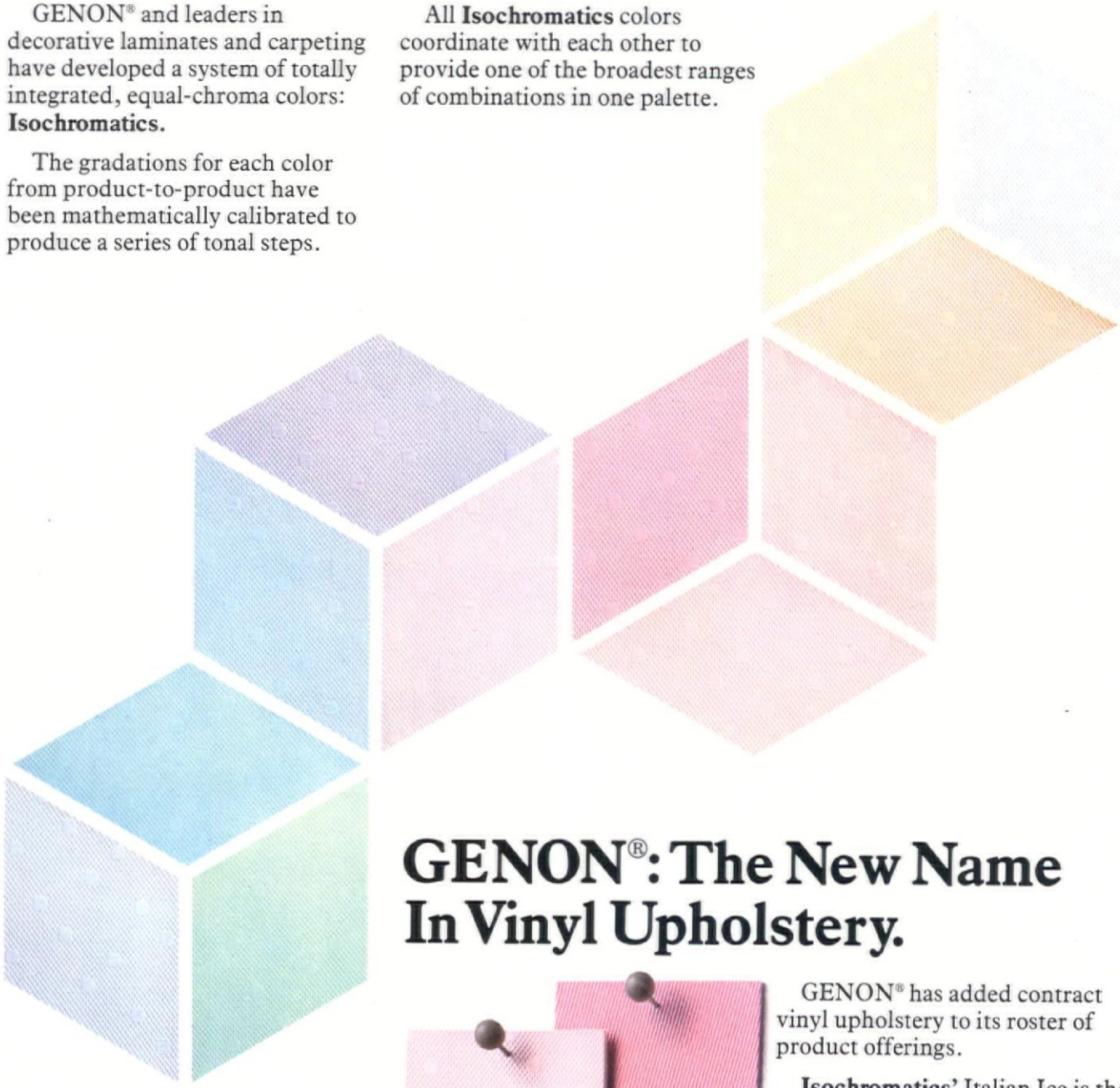
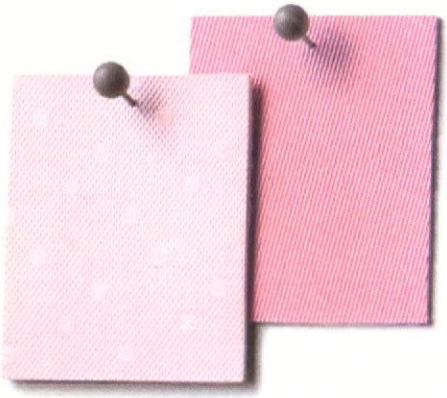
GENON® and leaders in decorative laminates and carpeting have developed a system of totally integrated, equal-chroma colors: **Isochromatics.**

The gradations for each color from product-to-product have been mathematically calibrated to produce a series of tonal steps.

All **Isochromatics** colors coordinate with each other to provide one of the broadest ranges of combinations in one palette.



GENON®: The New Name In Vinyl Upholstery.



*GENON® **Sherbet** Wallcovering, left, and GENON® **Italian Ice** Contract Vinyl Upholstery.*

GENON® has added contract vinyl upholstery to its roster of product offerings.

Isochromatics' Italian Ice is the first offering of GENON® contract vinyl upholstery.

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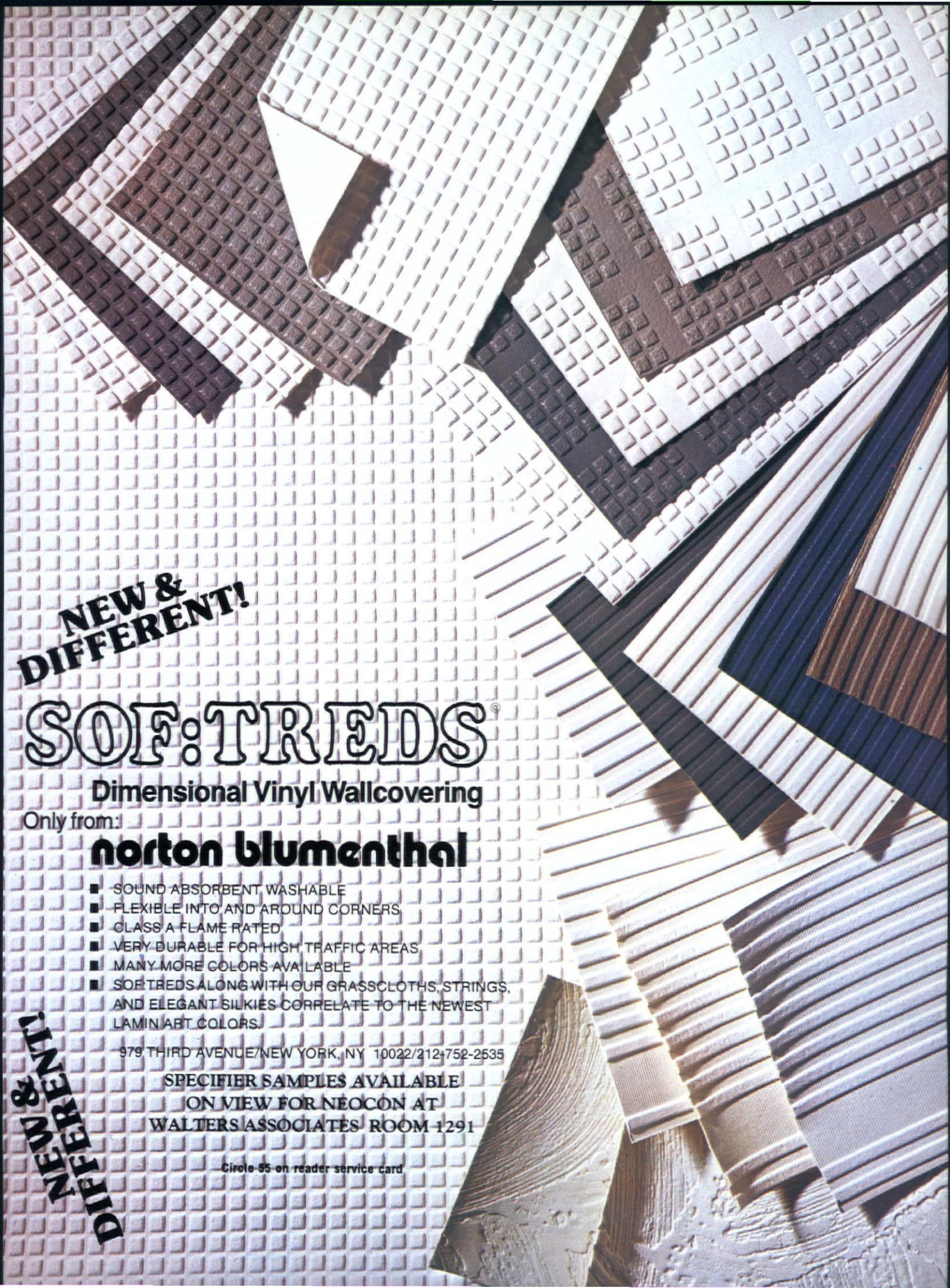
Design: Ray Zimmerman

H A Y E S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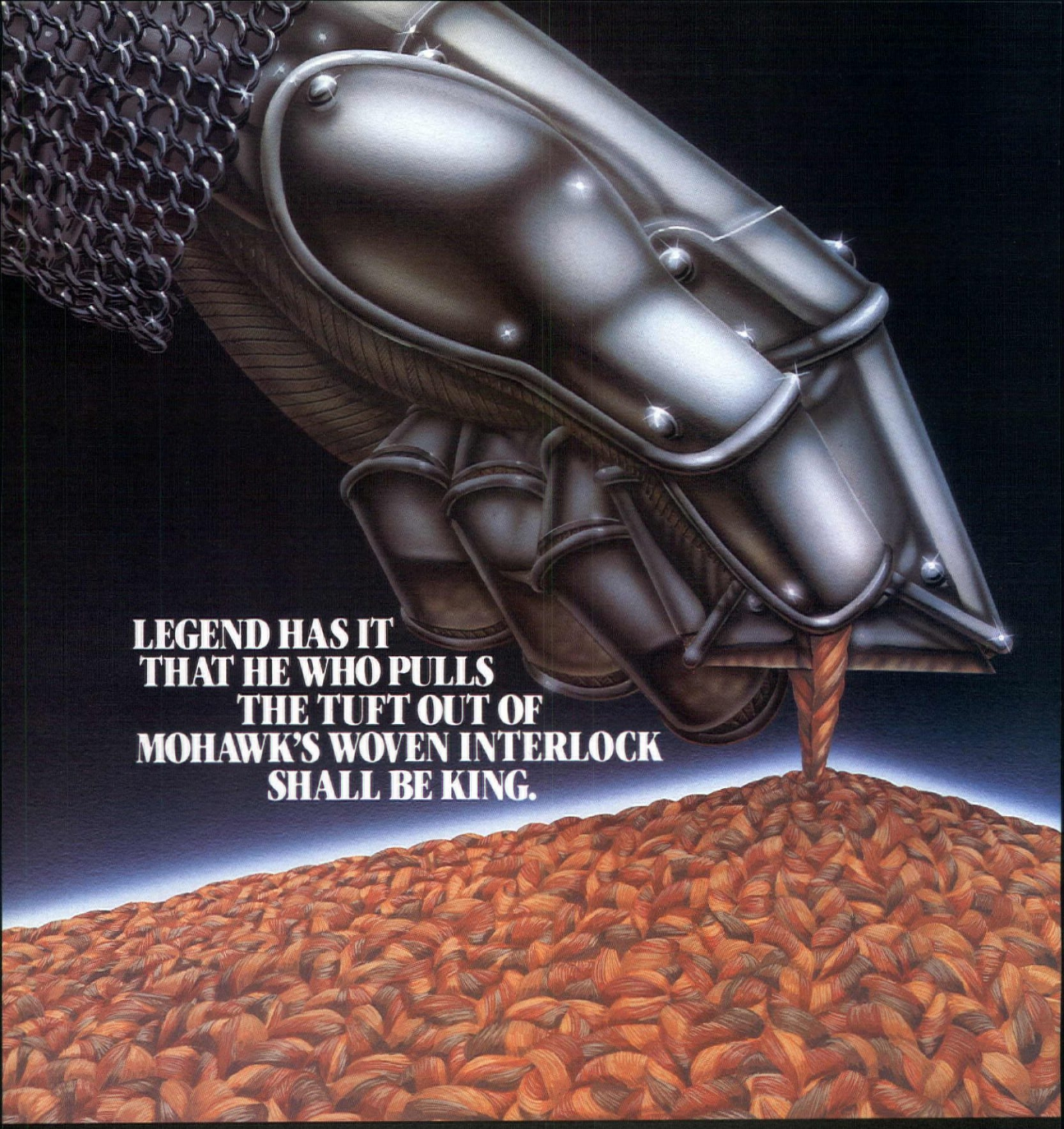

Mohawk's exclusive Woven Interlock construction is surely the king of durable contract carpeting. A special weaving process interlocks the backing and pile yarns together. So it won't unravel or zipper. Woven Interlock also virtually eliminates matting and crushing, which makes it ideal for high traffic areas.

Woven Interlock combines Dupont's Antron nylon pile with Mohawk's trusted craftsmanship to produce a carpet as beautiful as it is tough.

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That isn't really true. But I *do* know almost all there is to know about chairs.

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photo: Peter Paige

Dining/arm chair, from the Wailea group.
One of many original Brown Jordan Rattan designs.

Brown Jordan Rattan. Strong in character, strong in construction.

New Wailea. Flowing, sculptured lines. Handcrafted of pole rattan in the Orient to Brown Jordan Rattan's demanding specifications for commercial and residential use. Comfortable seat cushions rest on high-quality upholstered decking.

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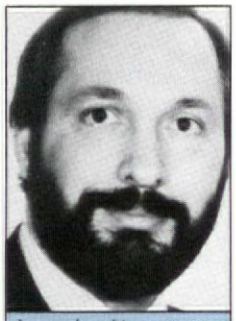
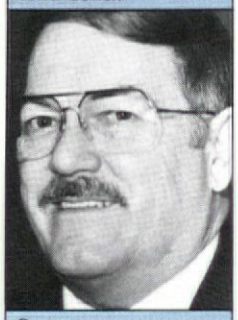

Lewandowski


Brown

Patrick Lewandowski (shown) has been appointed vice president of the Vicrtrex Sales Division of L.E. Carpenter for the California Pacific Northwest and Southwest.

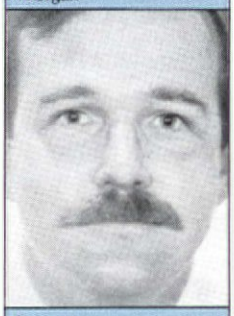
Clifford Brown (shown) has been promoted to vice president and general manager of the Geneva Plant for the HON Company, a division of HON Industries. The announcement was made by J. Harold Bragg, president, the HON Company.

David E. Johnson was apppointed controller and chief financial officer of Krueger. He replaces **Chester W. Birch** who continues as assistant treasurer of the firm.

Linda Freeman joins Specialty Carpets as vice president and sales director for the company.

Cleator, a California manufacturer of fine furniture, has entered the contract furnishings market. Midwest representative **Milo E. Bloch**, 415 N. LaSalle, Chicago, will preview the firm's line at NEOCON 15.

Morgan


Lenon

James Morgan (shown) has been named national director, Consultants for Project Development department of Cushman & Wakefield. He was formerly branch manager in the Pittsburgh office.

John Clark Lenon (shown) is leading efforts of International Furniture Systems Ltd. to introduce a collection of European furnishings to the U.S. As vice president, design and development, Lenon is responsible for product development, sales management, marketing, and advertising. The firm will show products at NEOCON 15 in the IFS/ERNST showroom, space 1056, Merchandise Mart.

Patricia Sides has been named director of the Design Center of the Southern Furniture Market Center, according to Robert P. Gruenberg, general manager.

The International Facility Management Association (IFMA), headquartered in Ann Arbor, Mich., has hired **Joan B. Dent** as manager, communication and program development.

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National Products lets you explore the freedom of your concepts. Unbounded by the restrictions of conventional wallcoverings or surface shapes.

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Atlanta (404) 447-6299
Florida (901) 365-3968
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LINEN WALLCOVERINGS

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Fully adjustable workstations reduce fatigue and encourage worker productivity. O.P.S. is engineered to allow easy reconfigurations, modifications, or additions as work functions change.

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Compatible, freestanding furniture expands your options.

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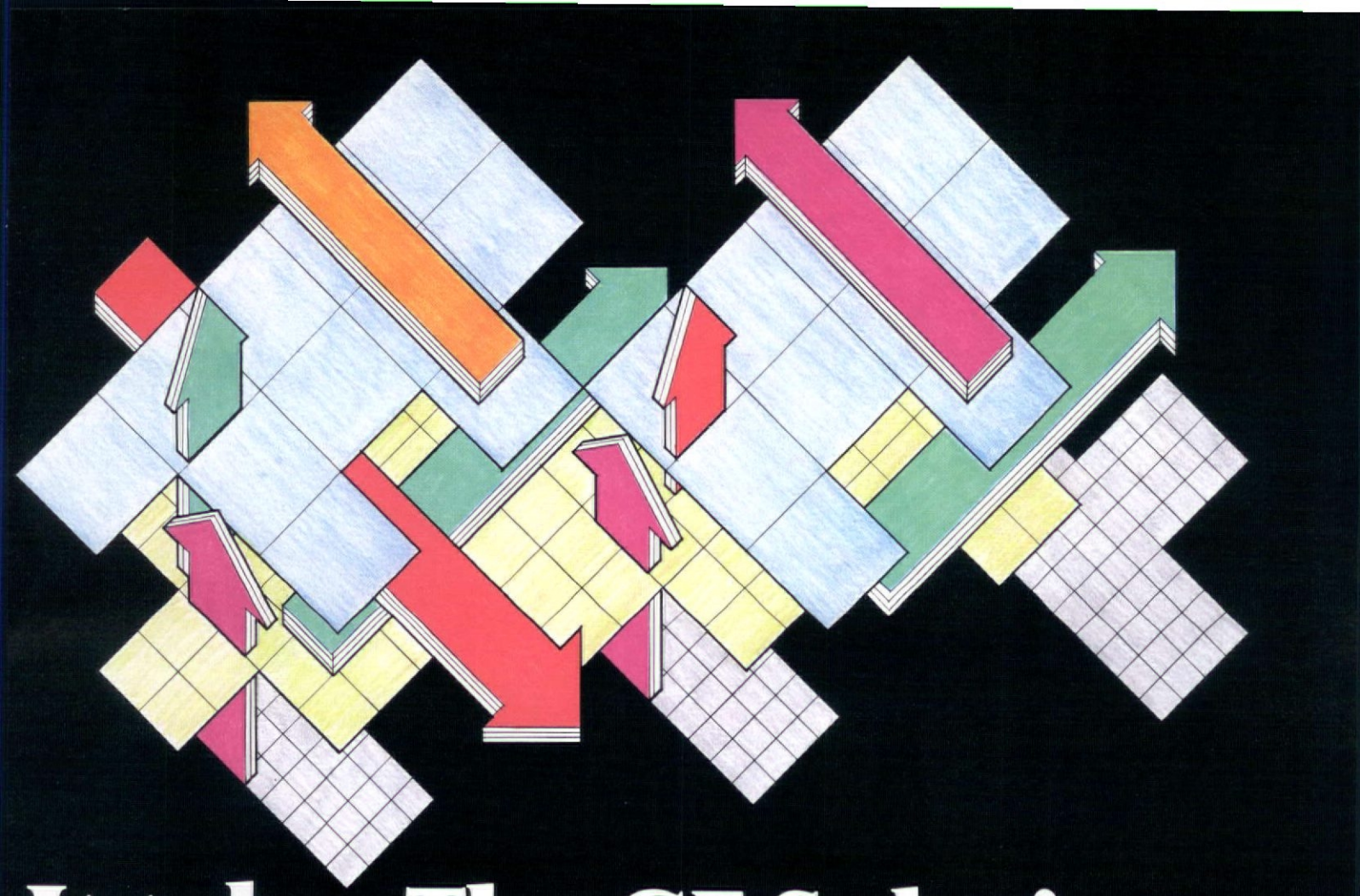
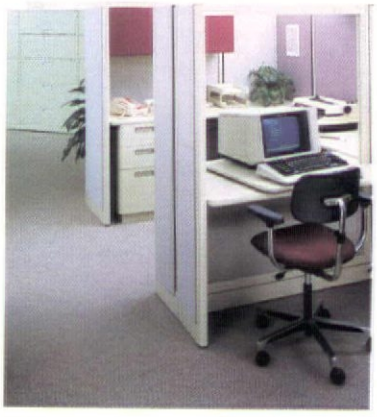


It takes The GF Solution.

the GF Open Plan System. Or they can be used alone, giving you almost unlimited options to meet your particular needs.



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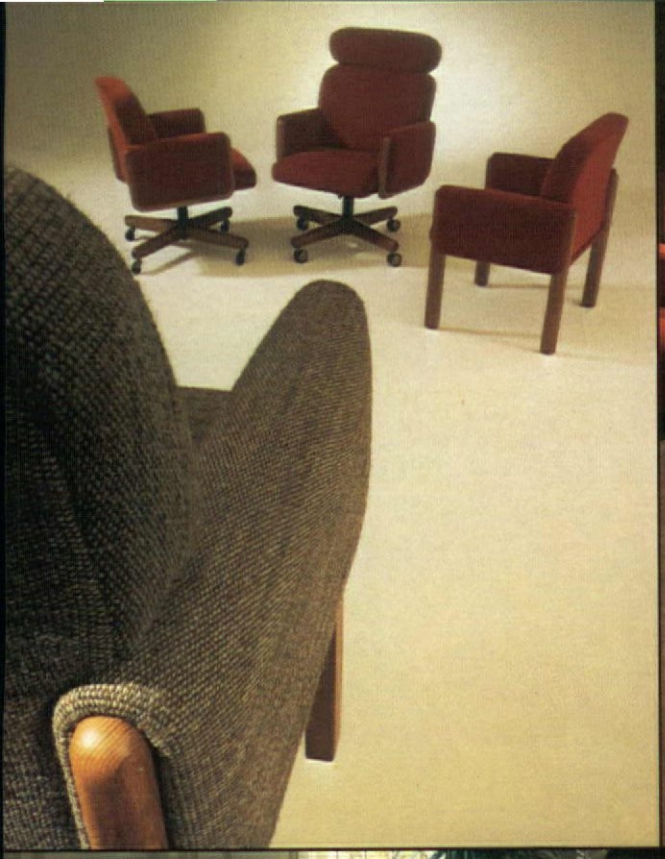

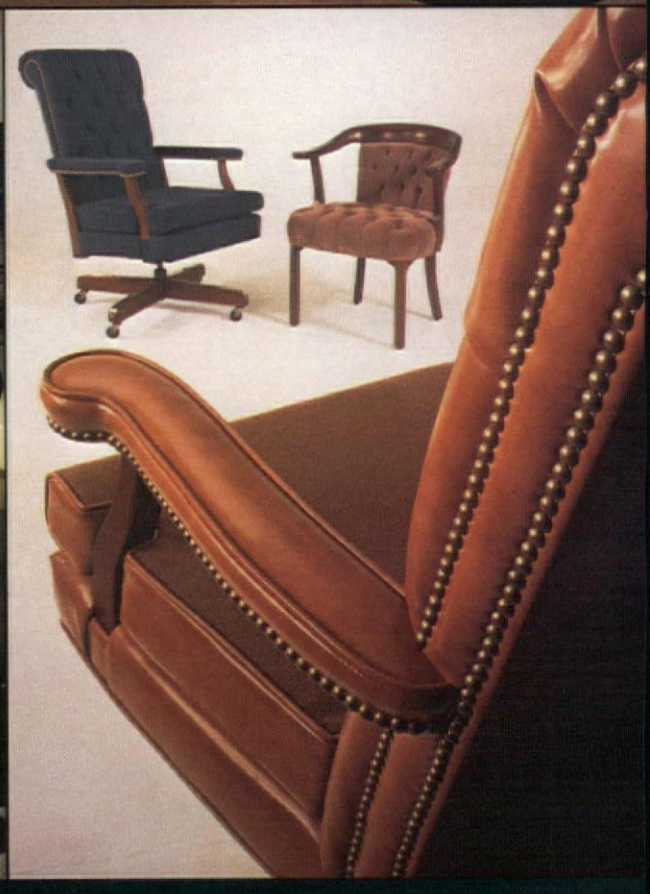

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Minneapolis, 612/874-1550; San Francisco, 415/948-4884; Seattle, 206/622-3645; High Point, 919/885-4021.
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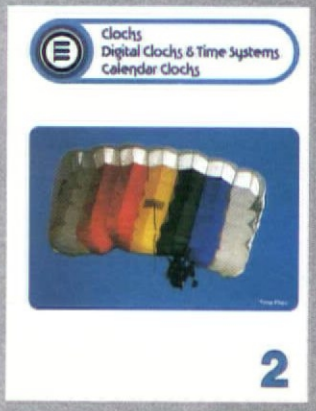
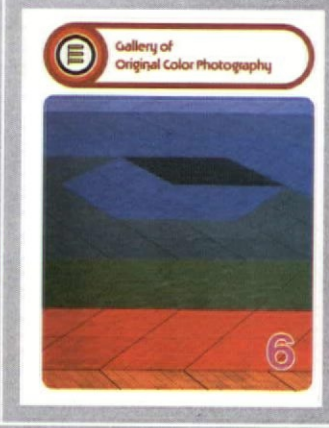
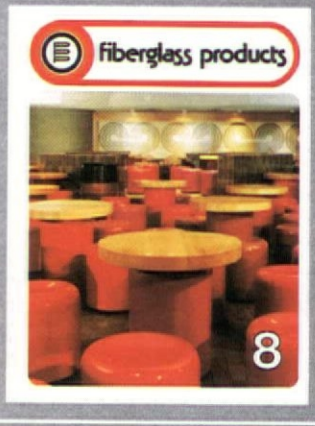
Fascinating reading from cover-to-cover, our catalogs contain inspirational ways to organize space environments. Each Peter Pepper Products volume is teeming with comprehensive collections of contemporary design solutions... created to enhance the places where people gather. To begin or expand your Peter Pepper Products library of distinctive designs, send for information. **When it comes to style, we wrote the book.** And it's yours for the asking.







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SO NEW. SO UNIQUE! AND ONLY FROM PATCRAFT.

Patcraft's "Consulate" Group is one of the most densely constructed commercial carpets you can find ... 124,416 tufts per square yard! And this beast of durability is a raving new beauty.

Choose from many unique designs in cut-and-loop construction or we'll reproduce your own design. Order any of 10 stock colors or 57 custom colors. Every pattern in the "Consulate" Group is constructed from Badische Zefran® Blend CR4 (70% Acrylic/30% Nylon Blend) which gives a wool-like appearance with the durability of Nylon and its tuft-density is so superior that this carpeting lasts, and lasts, and lasts.

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In 1982 the August® Series was reengineered to incorporate the new technology developed since the corporation was founded:

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- fabric to floor or plinth base options

The August® Series is one of five major seating systems offered by August Inc. Check material specifications, examine our products, ask our customers. You will find that we are specialists: we make only lounge seating and there is no equal.

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August® Series

NEOCON space 10-168 Merchandise Mart

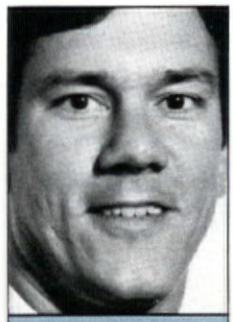
Starla Hoffner is marketing assistant of Comforto Inc., Lincolnton, N.C. She assumes responsibility for the firm's increased sales and marketing activities in the ergonomic seating area. **Herbert Diesner** has moved to vice president, manufacturing, for the firm.

Diana (Dee) Karoghlian, **Leslie Lanphear**, and **Robert Topping** have joined the sales staff of Furniture Consultants Inc. as account executives. All will be based in New York.

New sales representatives for Monel Contract Furniture Inc. are **V.S.O.P.**, Boston; **Gail Epstein Enterprises**, Los Angeles; and **Lloyd Smith Associates**, Miami.

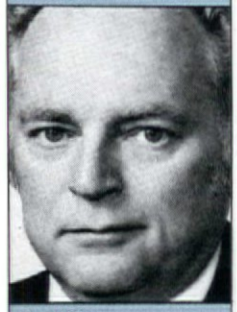
Robert A. Dunn was named vice president, marketing for Shakertown Corp. and Wood Specialty Products Co.

Romweber Furniture has named **Brooks Roughton** (shown) regional sales manager of the mid-Atlantic states including Maryland, Delaware, Virginia, and portions of New Jersey and Pennsylvania. He will also be responsible for the Washington, D.C. showroom to be opened at the new Design Center.


Roughton

Van Sant Inc. has changed its name to **Van Sant-Henderson Inc.**

Van Den Handel


Bradshaw

DMI Furniture Inc., Louisville, Ky., is augmenting its office products market by establishing a new office products division, led by **Wayne Van Den Handel** (shown), vice president and general manager. He will be responsible for marketing and sales.

Galaxy Carpet Mills has named **Bob Bradshaw** (shown) Nautilus division sales manager for the southern U.S. territory. He was formerly with Mohasco Corporation.

Lisa Lefebvre Fisher, a student at the Art Institute of Houston, won the **L.E. Carpenter** poster competition for her design to promote the American Society of Interior Designers (ASID) Industry Foundation saloon casino fundraiser theme. She received an all expense paid trip to NEOCON 15 in Chicago in June.

Newly elected officers for the World Association of Merchandise Marts (WAMM) are **Robert A. Lefcort**, president; **Marvin I. Danto**, vice president; and **Richard W. Swift**, secretary/treasurer. The organization includes 17 merchandise marts from the U.S. and Canada.

HGH DESIGN GROUP, creators of hand-print wallcoverings and fabrics for the professional designer, introduce METAPEARL™ and METAFAB™, a subtle metallic glow in a process awarded the 1982 Roscoe for technical innovation.

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The ultimate ergonomic system.

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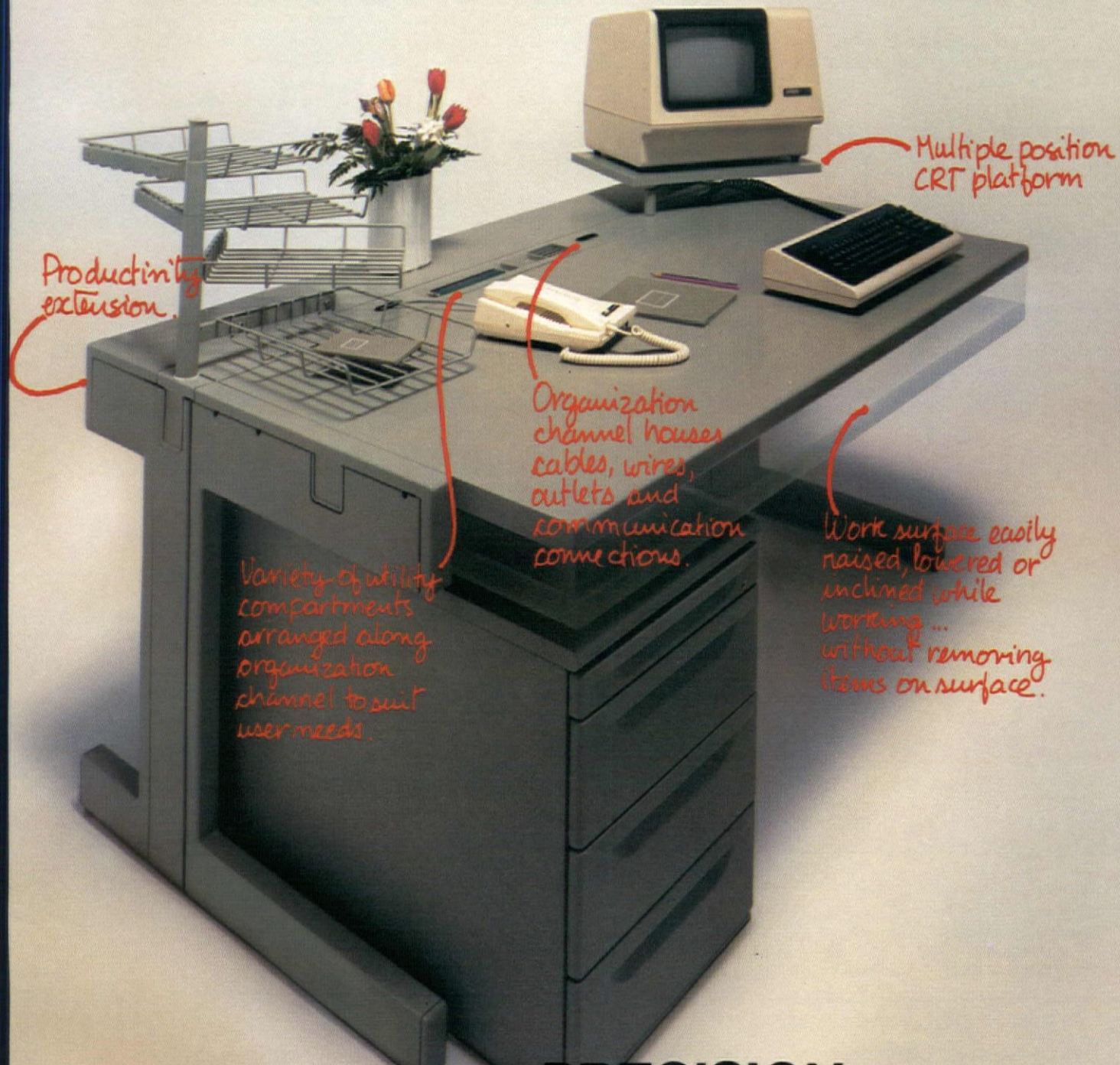

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CUSTOM TABLES

In the contract furniture industry look to Redco for a greater design choice in custom tables for business and commercial use. We also offer a complete line of cube, cylinder, waterfall, parsons, and panel-end tables. Redco specializes in conference tables.

SURFACES

The possibilities are endless with our excellent choices of wood veneers or decorative laminates for any size table.

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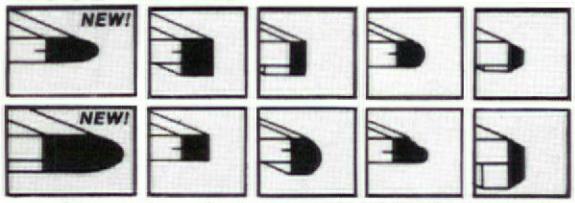
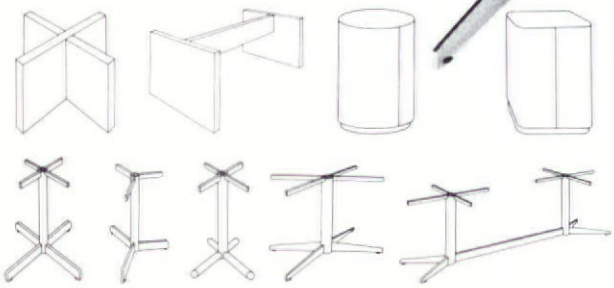


Choose from the largest selection of compatible wood edge styles in the trade. Beautiful craftsmanship.

BASES

As never before, you can choose from our recently added full line of quality bases: wood, cylinders, cubes, chrome and bronze...we've got what you want.

More good news...our prices are *very competetive.* To see what we mean, circle the service number or call us toll-free.



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COMING EVENTS

1983

May 22-25. 1983 American Institute of Architects (AIA) Convention. New Orleans Hilton, New Orleans.
June 7-9. 1983 International Energy Trade Show/Conference. The Ohio Center, Columbus, OH.
June 8-10. A/E Systems '83, Electronic Design & Architectural Drafting Equipment Exhibition. Market Hall, Dallas.
June 12-17. 33rd Annual International Design Conference in Aspen, "The Future Isn't What It Used To Be." Aspen, CO.
June 14-17. NEOCON 15, National Exposition of Contract Interior Furnishings. Merchandise Mart, Chicago.
July 16-19. International Carpet & Rug Market. Atlanta Market Center, 240 Peachtree St., N.W., Atlanta.
July 16-20. Summer Floorcoverings Market. Atlanta Merchandise Mart, 240 Peachtree St., N.W., Atlanta.
July 28-August 1. ASID National Conference & International Exposition of Designer Sources. John B. Hynes Auditorium & Exhibit Hall, Boston.
September 11-13. National Decorative Accessories Show, First National Exposition of Decorative Interior Products. Moscone Center, San Francisco.
September 22-23. Michigan Design Center Preview XIII. Michigan Design Center, 1700 Stutz Dr., Troy, MI.
September 22-25. Woodworking Machinery & Furniture Supply Fair. Convention Center, Los Angeles.
September 28-October 2. National Office Products Assn. Annual Convention & Exhibit. Hyatt Regency & McCormick Pl., Chicago.
October 13-15. Designer's Saturday. Member Shrms., New York.
October 20-22. CONEXION '83, First Annual Southeastern Contract Design Market. Atlanta Market Center, Atlanta.
October 25-27. International Energy Management & Facilities Improvement Show. Expocenter, Chicago.
October 30-November 2. Industrial Designers Society of America 1983 Annual Conference. Hyatt Regency, Chicago.
November 1-3. INTECH '83, First Annual Data Communications & Networking Conference. McCormick Place, Chicago.
November 9-10. CONTRACT/*Facilities Design & Management* Computer-Aided Space Design & Management Conference. Halloran House, New York.
November 10-12. Design Assembly/Agora Award Presentation. The Marketplace, Philadelphia.
November 10-12. Stained Glass International/1983. New York Statler Hilton, New York.

Foreign Trade Shows 1983

May 15-19. Interior Design International, International Contract Furnishings & Interior Design Exhibition. Olympia, London.
May 18-25. STAR '83 International Exposition of Furnishings Textiles. Milan, Italy.
September 10-15. 23rd Italian Furniture Exhibition, 8th Euroluce, 2nd Eimu. Milan Fair Grounds, Milan, Italy.
September 12-15. Israel Furniture Week. Binyanei Haooma, Jerusalem, Israel.
September 27-October 2. Cersaie, International Ceramic Tile Exhibition, Bologna Fairgrounds, Bologna, Italy.

Complete floor-by-floor guide to NEOCON 15 exhibitors begins on page 173. Preview of events and displayed products follow this listing.

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another layout.

A teamwork layout.

Tomorrow's business productivity will depend increasingly on teamwork. As the electronic revolution hits full stride, more than just conventional open plan systems will be needed. A teamwork layout. Total business feedback ... rapid access to information ... personal contact ... a sense of being part of a team ... so essential in planning the workplace of the future. Ergodata meets these criteria, and more. Ergodata. Not just another layout. **A teamwork layout.**

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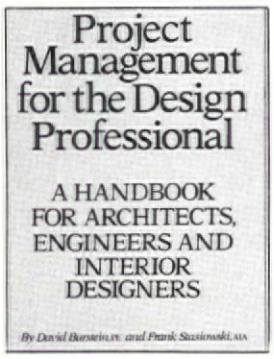
CONTRACT BOOK REVIEW

Project Management For The Design Professional



Authors: Frank Stasiowski
David Burstein
Watson-Guptill Publications
Whitney Library of Design
160 pages; $24.95

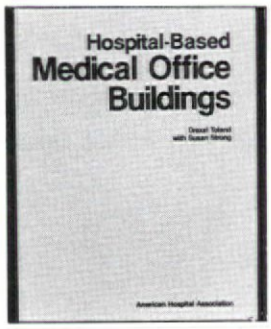
The authors move step by step through tasks facing a project manager, from planning, setting, and controlling the budget and schedule to manpower planning and management. Also considered are project manager's needs to manage time efficiently while participating in marketing, contract negotiations, and financial management. This book, geared to large- and mid-sized firms, is illustrated with checklists, charts, and forms presenting practical, day-to-day approaches to project management.
Circle No. 495.

Introduction to Construction Operations

Author: Richard Patrick Maher
John Wiley & Sons
402 pages; $32.95

Organized in three sections: general principles, operational organization, and common operation processes and procedures, this publication outlines construction from theory through production divisions and bidding. This book is a guide to subcontracting, payment, claims, and bonding procedures for designers/specifiers who require knowledge of these areas. **Circle No. 496.**

Hospital-Based Medical Office Buildings



Author: Drexel Toland
with Susan Strong
American Hospital Assoc.
260 pages; $36.00 for members, $45.00 for non-members

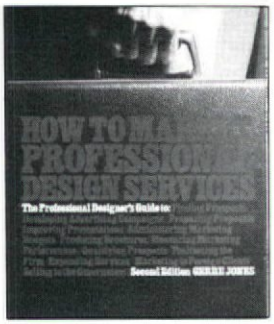
This book provides information about planning, constructing, and operating medical office buildings that are related to hospitals in concept, programming, and ownership. The author, who has worked with more than 200 clients in this area, directs information toward hospital administrators, medical staff, governing boards, architects, legal counsel, and planners for new building projects. He examines areas for possible improvement.
Circle No. 497.

Energy Saving Lighting Systems

Author: Prafulla C. Sorcar
Van Nostrand Reinhold Co. Inc.
346 pages; $27.50

Practical techniques for indoor and outdoor energy-saving lighting are covered in this volume. The author, an engineer, gives tips on physical and operational characteristics of lamps, ballasts, luminaires, and complete systems. Also analyzed is effectiveness of incandescence through low-pressure sodium. Lighting for various functions, energy control, and visual comfort are among other areas investigated.
Circle No. 498.

How To Market Professional Design Services



Author: Gerre Jones
McGraw-Hill
338 pages; $32.50

Procedures to diagnose and solve problems in marketing architectural or engineering design services are presented in this book. This updated second edition follows the premise that design projects begin with marketing and sales rather than with design development. This book examines how to prepare a market plan, how to staff and supervise a marketing department, and how to prepare proposals and formal presentations. **Circle No. 499.**

Office Hazards: How Your Job Can Make You Sick

Author: Joel Makower
Tilden Press
233 pages; $6.95

This book alerts office workers and their managers to simple annoyances and complex horrors of the office environment. The author describes the potential perils of modern office equipment, pointing out that fluorescent lights, office chemicals, and computer terminals can produce illnesses, and, in some cases, death. Nearly 500 studies are analyzed, the most serious being the use of VDT's, which the author claims may emit harmful levels of radiation along with causing stiff necks, eye strain, and blurred vision. A chapter on "Design Neglect" analyzes form vs. function, the open office, chairs, and the office worker as designer. The latter topic deals with participatory design by office inhabitants to express worker needs and concerns. A documented experiment conducted for the General Services Administration (GSA) indicates the relative success of this design method. The study involved two GSA agency office spaces—one which used participatory design, the other using standard design methods.
Circle No. 500.

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another work station.

An ergonomic plug-in work station.

Dedicated circuits, shared logic, multiple printers, CRT's, telephone, lighting. Convenient flexible cable and wire management so essential in today's electronic office. Ergodata integrates electrical and communication cable flexibility. Within arm's length ... at work level. Plug into the world right at your own station. Ergodata. Not just another ergonomic work station. **A "plug into the world" work station.**

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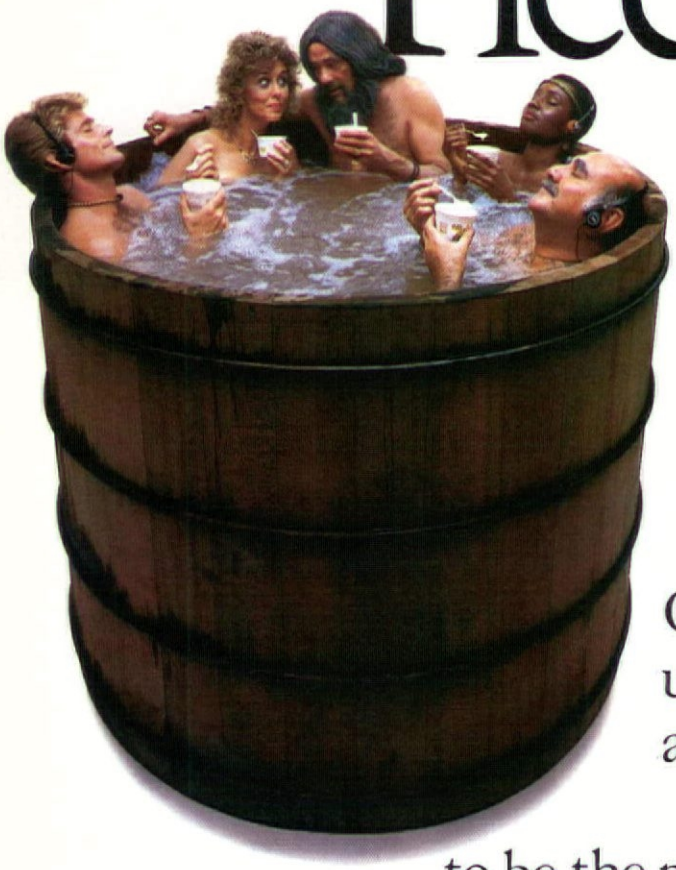
Circle 116 on reader service card

The Golden Fleece Job



nce, in a very strange place named Encino, there was an interior designer whose name was Muffy McDuffy. Muffy had a design problem that kept her awake night after night. Out of desperation, she embarked upon a pilgrimage to her spiritual advisor and hot tub salesman.

"Pass the tofu and what seems to be the problem?" asked the advisor.

"Wool," Muffy replied.

"Cosmic, totally cosmic," responded the all-knowing one. "Wool is durable, it breathes, it's natural. In a sense we must all seek to be like wool."

"But wool is too expensive and that's my problem," said Muffy. "Every time I specify it, my clients can't afford it and I have to switch to something else."

"Take five hundred milligrams of Vitamin E and listen to me," said the sage. "What you need is Rudd Textiles."

"Rudd Textiles?! How will Rudd Textiles help?"

"Heed this," he answered. "All the major fabric suppliers, including Rudd, get their wools from the

Rudd International Corporation/ 1066 31st Street, NW Washington, D.C. 20007 (202) 333-5600

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exact same sources. But..."

"But what?" asked Muffy spooning natural yogurt.

"But most of them turn right around and charge more for the same grades of wool, even for imitations of Rudd's styles, patterns and colors."

"You mean?!"

"Exactly. There are companies out there who don't just fleece their sheep, they also fleece their customers. Rudd Textiles sells the finest Icelandic, Scottish and European wools and sells them for a lot less than the other suppliers. At Rudd, your clients can afford wool."

Muffy paid for half an hour of spiritual advice and hot tub rental and left. That very day she called Rudd Textiles and that very night she slept like a lamb, without counting sheep.

Circle 117 on reader service card

Under the sponsorship of the Italian Trade Commission

ITALCENTER

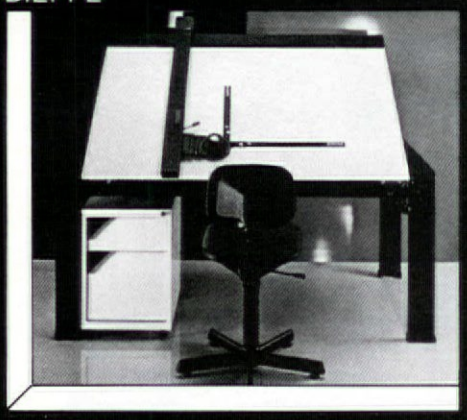
Space 841
The Merchandise Mart
Chicago, Illinois 60654

Circle 118

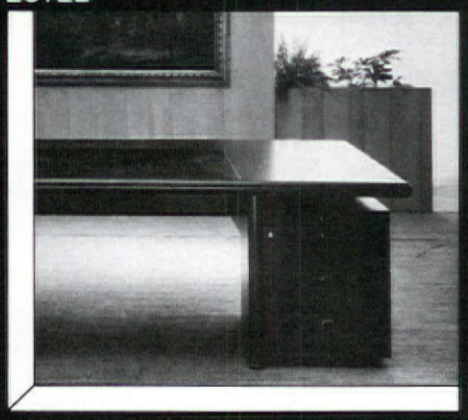
The scope of Italian furniture design is captured at Italcenter. Nine of Italy's most dynamic furniture companies present their latest collections at NEOCON '83.

Bieffe, Estel, Fantoni
Faram, Giovannetti, Skema, Skipper
Tecnolinea, Unifor

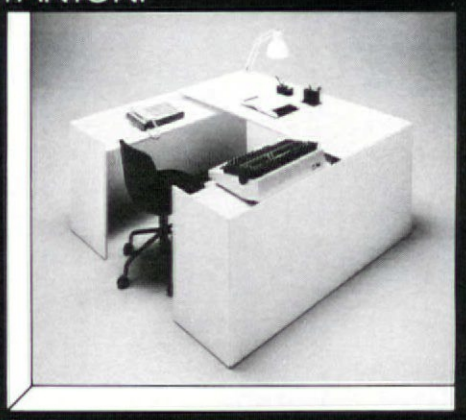
BIEFFE



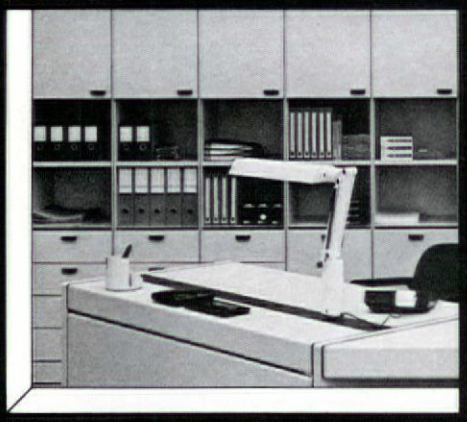
ESTEL



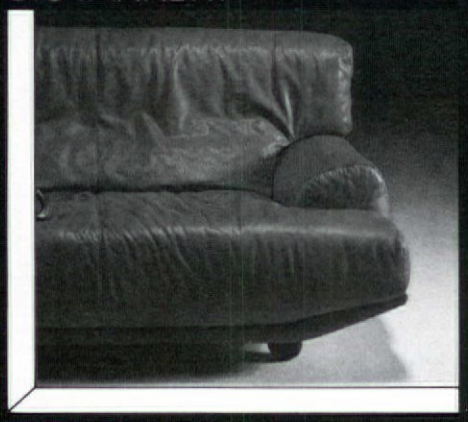
FANTONI



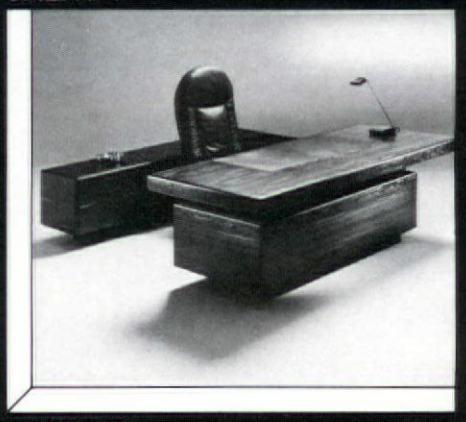
FARAM



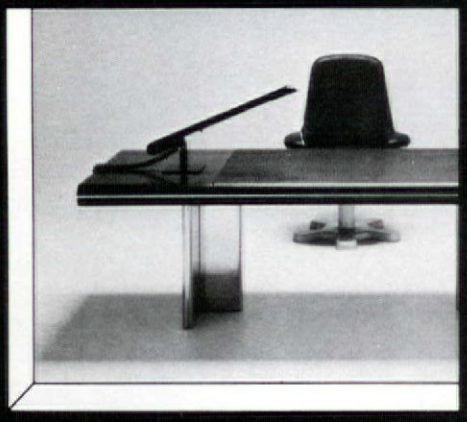
GIOVANNETTI



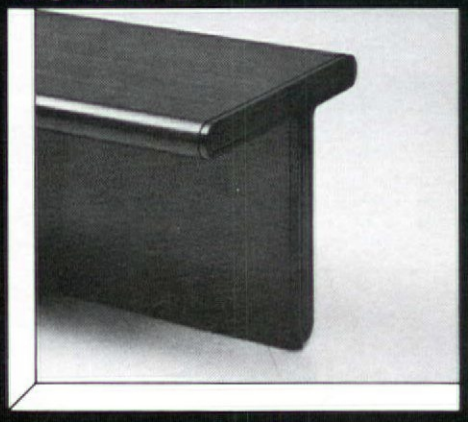
SKEMA



SKIPPER



TECNOLINEA



UNIFOR

The most extraordinary carpets are found at The Marketplace.

So are the finest fabrics, accessories, furniture, wallcoverings and lighting.
And so are the most discriminating designers and specifiers,
who are shopping The Marketplace in record numbers each year.
Marketplace traffic has been so busy that 7 showrooms have expanded
their spaces, and 12 new showrooms have opened.
It's a most extraordinary place.

The Marketplace, 2400 Market Street, Philadelphia Pa 19103, 215.561.5000
Mid-Atlantic Region Residential and Contract Design Center

Circle 119 on reader service card

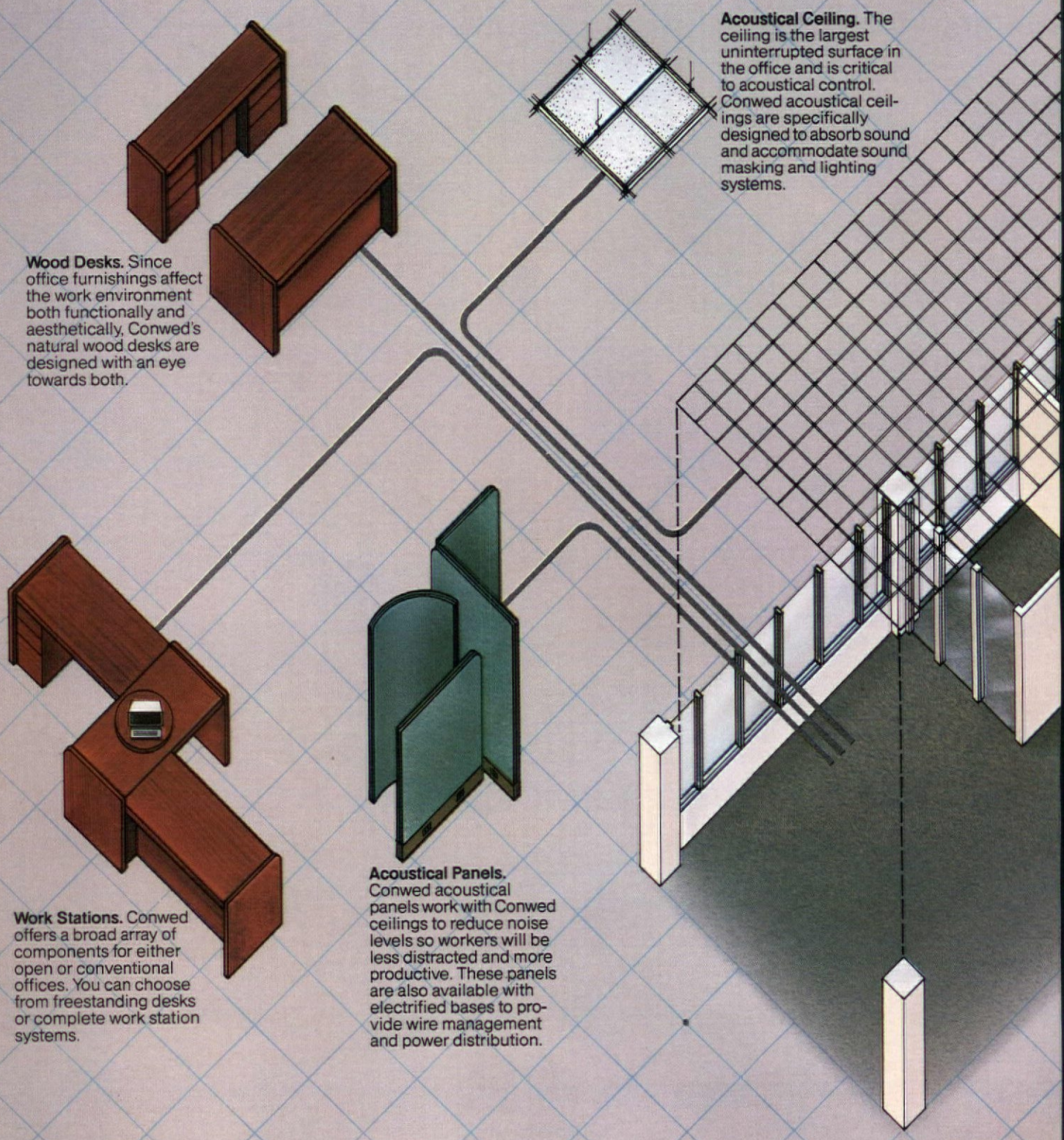
INTÉRICS

The science of creating environments that work SM

In the past decade, the traditional office environment has undergone fundamental changes.

Inherent in these changes has been the growing realization that the physical environment of an office has a dramatic effect on the productivity and satisfaction of the people in that office.

Today, Conwed is uniquely positioned with the industry's most comprehensive range of products and services to



Acoustical Ceiling. The ceiling is the largest uninterrupted surface in the office and is critical to acoustical control. Conwed acoustical ceilings are specifically designed to absorb sound and accommodate sound masking and lighting systems.

Wood Desks. Since office furnishings affect the work environment both functionally and aesthetically, Conwed's natural wood desks are designed with an eye towards both.

Work Stations. Conwed offers a broad array of components for either open or conventional offices. You can choose from freestanding desks or complete work station systems.

Acoustical Panels. Conwed acoustical panels work with Conwed ceilings to reduce noise levels so workers will be less distracted and more productive. These panels are also available with electrified bases to provide wire management and power distribution.

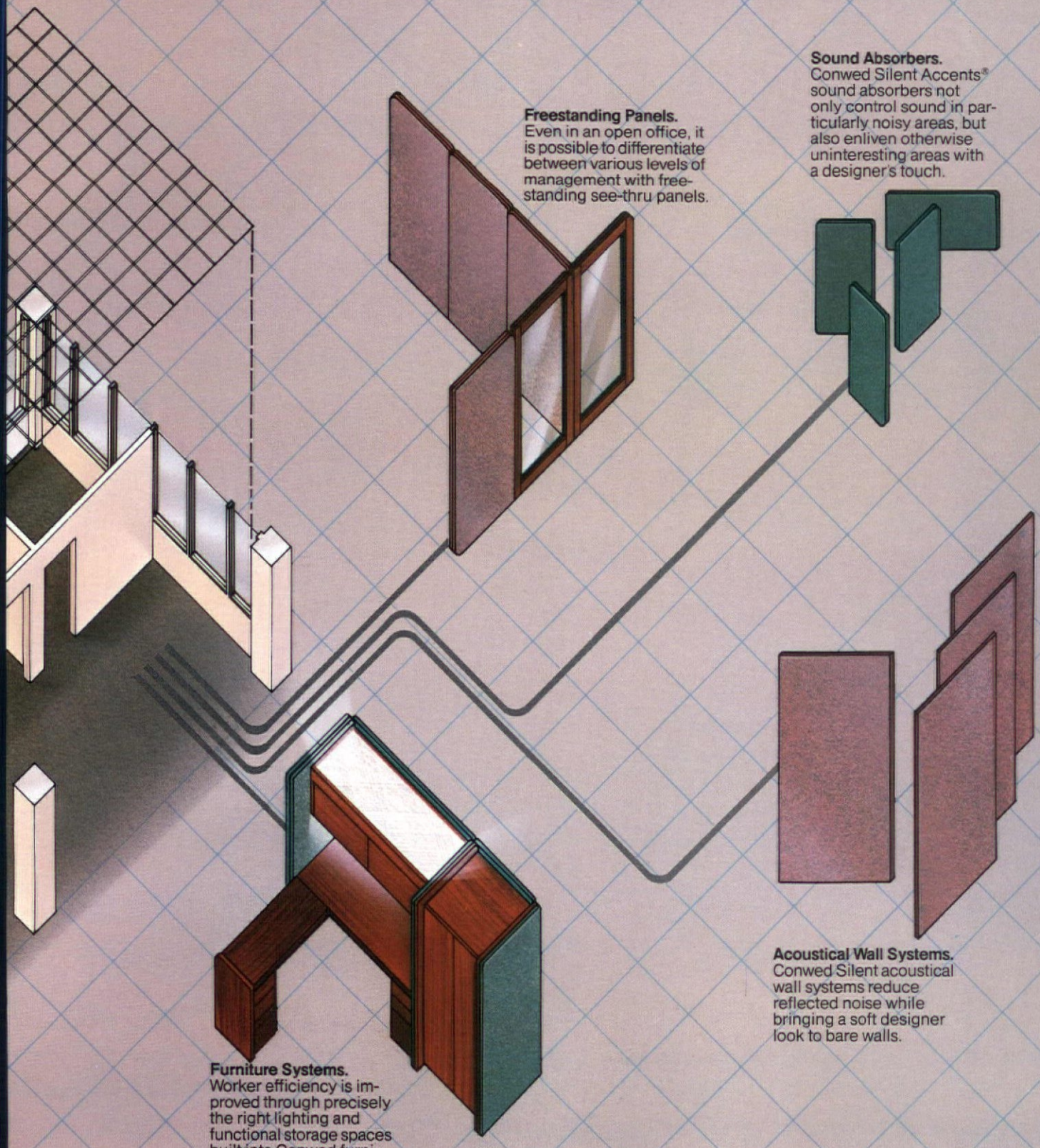
maximize the efficiency and effectiveness of the workplace. Utilizing our technical expertise and experience we have developed a consistent, unified approach which yields predictable performance in the office.

We call this approach **Intérics**: The science of creating environments that work.

Through the principles of Intérics, Conwed can significantly improve the productivity, cost effectiveness and physical appearance of a company's workplace. Each component of the office is selected for its impact on organizational interaction, acoustics, illumination, aesthetics and return on investment. From ceiling tiles to wall panels, from office furniture to task lighting, every element is considered for its effect on the total environment.

To learn how Conwed can put the science of Intérics to work for you, contact Conwed Corporation for the representative nearest you. Write Conwed Interior Products Division, P.O. Box 43237, St. Paul, MN 55164. Or call (612) 221-1177. You can see the wide array of Conwed products, including new finishes, colors and fabrics at the Conwed showroom (Suite 929, Merchandise Mart) at NEOCON 15.

CONWED



Freestanding Panels.
Even in an open office, it is possible to differentiate between various levels of management with free-standing see-thru panels.

Sound Absorbers.
Conwed Silent Accents® sound absorbers not only control sound in particularly noisy areas, but also enliven otherwise uninteresting areas with a designer's touch.

Acoustical Wall Systems.
Conwed Silent acoustical wall systems reduce reflected noise while bringing a soft designer look to bare walls.

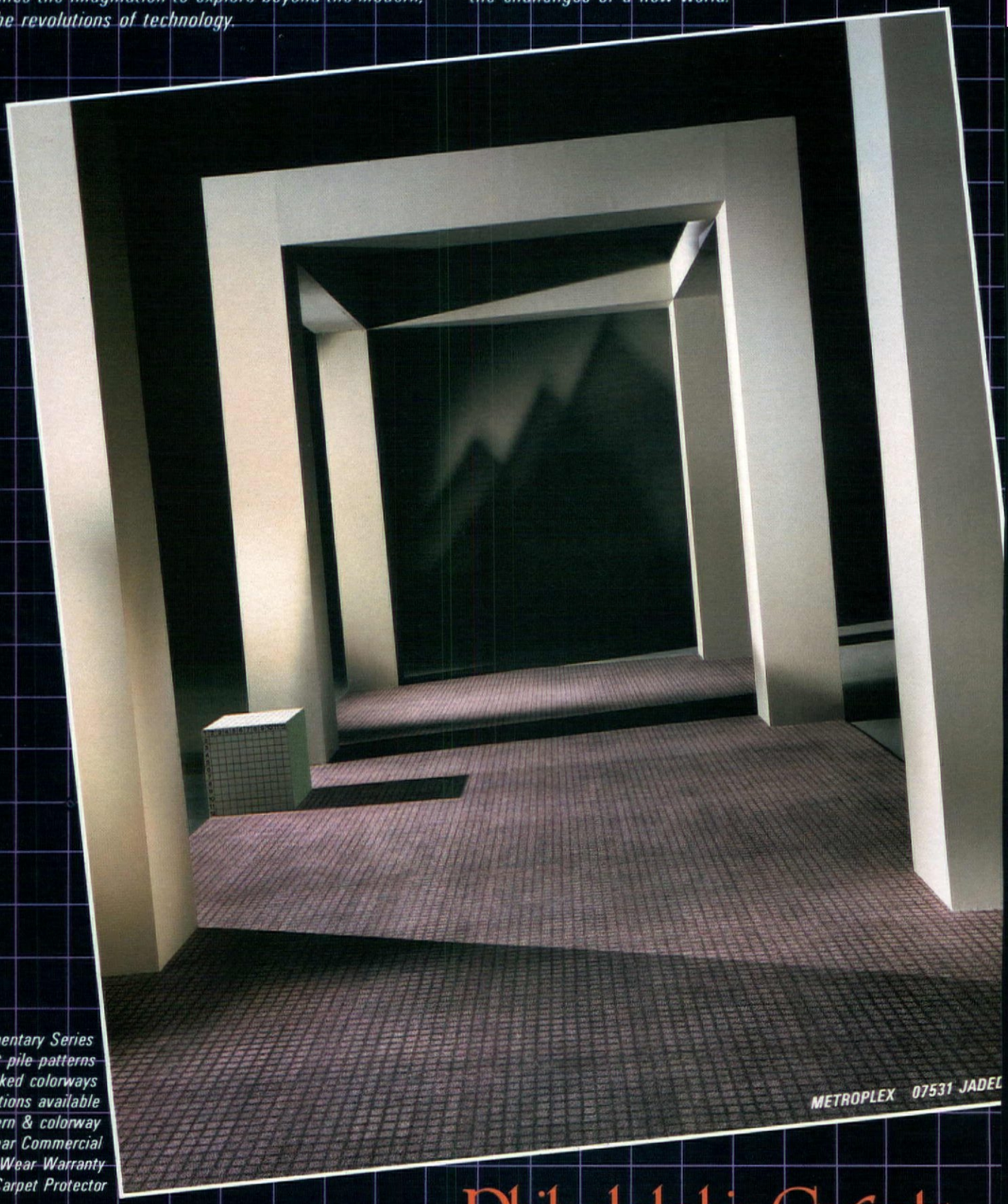
Furniture Systems.
Worker efficiency is improved through precisely the right lighting and functional storage spaces built into Conwed furniture systems.

Circle 121 on reader service card

SPACE = SCALE AND LIGHT

Unfettered and unlimited. Floating in spectrum that presents only scale and light. The Documentary Series unleashes the imagination to explore beyond the modern, into the revolutions of technology.

Philadelphia Carpets is responsive to new attitudes and new sensibilities. Engineering quality carpeting to face the challenges of a new world.



Documentary Series
11 cut pile patterns
24 stocked colorways
Custom options available in pattern & colorway
10 Year Commercial Wear Warranty
Scotchgard Carpet Protector

Contract us. Philadelphia Carpets

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Rexdale, Ontario
Canada M9W 5R1
Tel: (416) 675-4300

Neocon 15
1048 Merchandise
Mart
Chicago

105 Series Stools
A comprehensive range of 28″ high seating incorporating either a one piece molded seat or a unique separate seat/adjustable posture back combination.

Several mounting options are available, and bases may be equipped with casters, levellers, footrests, or

modified for under-carpet mounting. Kinetics new bumper base is an elegant five way composition base that won't do damage to itself or its surroundings. Bumper bases are available in Kintone only. Frames are available in bright chrome or the seventeen Kinkote 2 colors.

Kinetics

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Expanding NEW HORIZONS 3000™

For added open-plan accessory options

New Horizons 3000 panel-hung accessory system additions offer you design flexibility. Load bars which fit most open plan panel widths. Tackable-front Correspondence Pockets™. Convenient support shelves for McDonald organizers and other accessories. V-tray starter and add-on units for easy, fingertip filing. And vertical 90-day calendars. Plus our original Pocket and combination calendar/memo holder unit.

For more information on the New Horizons 3000 additions, call toll free 1-800-828-7788. New York State residents call 1-800-462-7984. Or write. McDonald Products Corp., 2685 Walden Avenue, Buffalo, New York 14225.

McDonald Products

The standard by which others are judged.

Circle 124 on reader service card

EXPERTS VIEW FUTURE AT

neocon

62 Pages Of People, Events, Products, And Exhibits

NEOCON 15

JUNE 14–17, 1983

THE MERCHANDISE MART
CHICAGO, ILLINOIS

THE WORLD CONGRESS ON ENVIRONMENTAL PLANNING AND DESIGN

NEOCON Plots Future Workforce, Urban Renewal & Space Design

Futurist at contract industry's main event will tell planners how to prepare for change & challenge in coming decades

Setting the scene for a forward look at the contract industry, NEOCON 15 will include a keynote address by futurist Marvin Cetron, president, Forecasting International Ltd., who will discuss "Encounters With The Future: A Look Into Life In The 21st Century."

The talk, which will give attendees insight into the composition and characteristics of the workforce of the future, is scheduled for the morning of Wednesday, June 15. It will reflect the author's research and findings to be published in a new book previewing in June, called *Where The Jobs Will Be*. In this work, Cetron presents views on the mix of white and blue collar workforces, service and manufacturing industries, and the location of jobs in cities and countries around the world—all of which will exert an influence on future space design.

Tracking the workforce for several years, Cetron has diagrammed the geographic concentration of white and blue collar jobs and determined where manufacturing and service industry centers will be in future decades.

A consistently accurate and expert futurist, Cetron is an authoritative figure in the area of predicting world change. Over a 10-year span, he has compiled a significant data base that is the foundation of his firm, Forecasting International Ltd., Arlington, Va. Cetron has developed innovative methods in strategic planning and technological assessment used by numerous foreign governments and corporations.

Explores changing environment

Cetron's presentation reflects this year's thrust for NEOCON: to examine human adaptation to an ever-changing environment. Other scheduled programs covering urban planning and renewal will be made by leading architects, space planners, economists and urban leaders. The latter include Mayor William Hudnut III of Indianapolis; Fletcher L. Byron, chairman, The Committee for Economic Development (CED); and Nathaniel Owings, co-founder, Skidmore, Owings & Merrill. (Readers can refer to the program of events in this issue for additional details.)

Mayor Hudnut's speech will outline one of America's most exciting urban renewal efforts of the '80s. In a step-by-step analysis, the Mayor details his city's renewal program, relating it to an important financial cooperative effort between business and government—a "public/private partnership."

Hudnut will recount the city's complete overhaul of its central business district, including the building of four major downtown hotels and the super "Dome Stadium" complex.

Dr. Holland will present the entire concept of the public/private partnership in a talk on financing and urban revitalization. He will detail the CED's involvement in large-scale renewal programs.

Public/private partnerships have been an ongoing, 40-year CED urban policy that has surfaced as a viable and effective financing alternative for costly urban rehabilitation. The CED is an independent, nonprofit organization dedicated to objective urban research

Attendance at NEOCON 15 is expected to exceed last year's total. Joining regular visitors in '83 will be members of the American Institute of Architects, holding its first Midwest Regional Conference in conjunction with the show.

and formulation of policies to strengthen economic and urban growth.

Urban revitalization is the subject of the Facilities Day keynote address planned on Thursday, June 16, by William E. LaMothe, chairman and chief executive officer, Kellogg Co., Battle Creek, Mi.

LaMothe's topic, "American Industry Responds to Challenges," will cover the responsibility of corporations which must interface with the urban environment. Kellogg Co., having announced its plan to construct headquarters in the economically deprived downtown area of Battle Creek, offers an example of a corporation committed to local economic development.

As a follow-up to this second Facilities Day event ever held at a NEOCON show, there will be a trouble-shooting workshop on "Building a Better Design Team."

For the sixth consecutive year, NEOCON International will be held at the Expocenter across from the Mart. Over 20 countries will be represented in nearly 140,000 sq. ft. of open booth space. Opening ceremonies take place Tuesday, June 14, at a ribbon cutting presided over by Bernard Landry, Quebec Minister of Foreign Trade.

Offering international mix

NEOCON's urban revitalization theme takes on international proportions as premier architect and urban planner Maurice Culot, director, Archives-History Department, French Institute of Architecture, Paris, joins Austrian architect Bob Krier to discuss, "The New Classicism: A European Perspective," on Wednesday, June 15.

Culot is a member of the classical movement now influencing contemporary European design and urban planning. Along with Krier, Culot is an influential planner shaping Europe's present urban policies. Their philosophy is related to the Renaissance and late 19th century urban planning.

Bob Krier will present his work of the past five years, including built and unbuilt projects. Among these are Tower Bridge Housing, London; Cultural and Commercial Center for Heinfelder, Stuttgart; and Fiat Block Housing, Berlin.

Originally from Great Britain, Krier practices architecture and urban design in Austria and is a professor at the Technical University of Vienna.

NEOCON at Expocenter

NEOCON International, the annual exhibition of contract furnishings manufactured outside the United States, will be held in conjunction with NEOCON 15 for the sixth consecutive year in the Expocenter, directly across from the Mart.

The exhibit will feature the latest lines in institutional furnishings from more than 20 countries. Nearly 140,000 sq. ft. of open booth space will be occupied by representatives from Japan, Canada,

Special Expocenter exhibits in '83 include an Angelo Mangiarotti show, featuring work of the renowned Italian architect and industrial designer. Shown here, last year's NEOCON Intl. architectural exhibition on Alvar Aalto.

Exhibits boast international mix

Sweden, Italy, S. Africa, West and East Germany, France, Australia, Mexico, Taiwan, Holland, Denmark, Brazil, Yugoslavia, Austria, Scotland, Belgium, Hong Kong, China, and England.

Special exhibits here will include "The Language of Materials" by architect and industrial designer Angelo Mangiarotti of Milan, Italy. His exhibition will be on display throughout NEOCON and will be divided into six sections, each devoted to application of a different material. On June 17, in the Expocenter Auditorium, Mangiarotti will give a slide presentation and conference for attendees.

The opening of NEOCON International will commence with a ribbon cutting ceremony on Tuesday, June 14. The Honorable Bernard Landry, Quebec Minister of Foreign Trade, will preside at opening ceremonies. The Quebec government has sponsored an exhibit at NEOCON International since 1978 and will have a 4,000 sq. ft. exhibit this year.

"It is an honor to be a special guest and officiate at the first ribbon cutting for NEOCON International," says Landry. "We look upon NEOCON International as an extremely important activity for Quebec business."

Echoing Landry's views is Roger James, trade commissioner, Australian Consulate and Trade Commission. Says James, "Australia has finally succeeded in becoming a part of this important trade show after years of planning. As we endeavor to increase our exports, we know the furnishings and furniture on display at NEOCON International will be most attractive and competitive in the U.S. market."

SPEC joins ranks

For the first time this year, over 100 showrooms on floors 6, 12, 16, and 17 have organized the Specialty Product Exhibition for Contract (SPEC) group. Basically comprised of residential suppliers who are introducing contract lines, SPEC is the work of Chicago Design Sources, a tenant group that aims to emphasize the custom and decorative side of contract specifying to designers.

SPEC's members plan to exhibit products that can be used successfully in contract applications and new products considered promising for institutional use. In-showroom seminars and specially designed student programs will introduce SPEC at NEOCON. Throughout this issue, SPEC member showrooms are highlighted by this symbol:*.

Joining the new SPEC group at NEOCON are the long-established organizations of ASID, IBD, and the AIA. ASID and IBD plan special social functions during the week. IBD's Midnight Affair will be held Tuesday, June 14 at 10 p.m. at the Park West Theater. ASID will hold a yacht party during which it will present its annual showroom awards at the East Bank Club on Wednesday, June 15, 6 p.m.

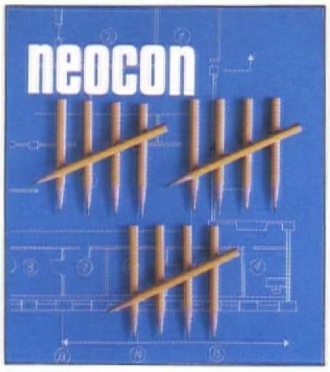
Meanwhile, the American Institute of Architects will hold its first Midwest Regional Conference in conjunction with NEOCON 15 at the Merchandise Mart. The conference, scheduled for June 16-18, will add an architectural dimension to NEOCON, offering one of the most comprehensive design and business programs ever.

"The combined AIA and NEOCON program," says Don Hackl, AIA regional director and chairman, 1983 Midwest Regional Conference, "will bring together hundreds of architects from an eight-state Midwest region."

Both NEOCON and the AIA conference will celebrate Nathaniel A. Owings' 1983 AIA Gold Medal and Holabird & Root's 1983 Firm Award. Owings will address the Architects' Day luncheon on Friday, June 17.

Requests for information on accommodations during NEOCON are being handled for attendees by Sylvia Gold, the Merchandise Mart Hotel & Travel Bureau, 312/527-4141. □

Shown above is Modern Mode's space, newly designed for the NEOCON show last year. Joining new showrooms previewing at NEOCON 15 this year, are Specialty Product Exhibition for Contract (SPEC) group members, numbering 100 on four floors. Registrants for the event will sign up for a range of '83 seminars that center on urban renewal and changing environments.



FLOOR BY FLOOR PULL-OUT GUIDE

CONTRACT'S Complete Guide To NEOCON Exhibitors

6 FLOOR

*Baker, Knapp & Tubbs 6-187
Gretchen Bellinger Inc. 6-118A
Betterman, Valentine 611
***Brunschwig & Fils 6-121**
*Casa Bella 633
Chicago Fabric Co. Inc. 6-120
*Jack Denst Designs 6-117
*Designers Choice Inc. 6-119
Donghia Showrooms Inc. 600
*Erwin-Lambeth Inc. 6-130
*Ficks Reed 631
Edward Fields 635
*Hensel & Associates 6-120
Hexter, S.M. Co., The 6-136
*Hudson of England 6-154
Innovations 610
Lee Jofa 637
Katzenbach & Warren Inc. ...6-135-2
*Kittinger Co. 6-158
Boris Kroll Fabrics Inc. 626
*Lee Larsen Inc. 6-140, 638
Jack Lenor Larsen 638
Richard Norton Inc. 612
Romweber Furniture Co. 6-166
Scalamandre Inc. 627
F. Schumacher & Co. 6-133
Isabel Scott Fabrics Corp. 624
*Stroheim & Romann Inc. 6-148
John Stuart Inc. 617
*Thybony Wallcoverings Co. 6-128
*Bertil Thurne 6-118
*Albert VanLuit & Co. 6-135-1
V'Soske Inc. 6-127
*Warner Co., The 6-134
***Watson, Smith Co. 6-127**

8 FLOOR

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Ametex Contract Fabrics Inc. 891
Amstore 864
Arc-Com Fabrics Inc. 888
Artec 825
Artemide 851
Bernhardt Contract 840
Bradford Systems Corp. 804
CI Designs 880
Carnegie Fabrics 851
Jack Cartwright Inc. 852
Coral of Chicago 800
Cumberland Furniture Corp. 862
Dependable Furniture Mfg. Co. ...865
Dunbar 845
Executive Office Concepts 874
Fabrica 848
Formica Corporation 802
Frankel Associates Inc. 878
Girsberger Industries Inc. 874C
Glassform Industries 819A
Haskell of Pittsburgh Inc. 808
Inotec 808
Interface 848
Italcenter 841
Jofco Inc. 843-2
KCR Fabrics Inc. 867
Kimball Office Furniture Co. 825
Ken Krauss Associates Inc. 885D
Krug Furniture Inc. 846-1
Lehigh/Leopold 815-1
Litton Business Systems Inc. 815
Maharam Fabric Corporation 883
Metcor Mfg. 834A
Metrix Wood Systems 846-2
Mira-X 835
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SSC Corp./**Interface 848**
Schafer Brothers Inc. 836
Shaw-Walker Company, The 868
Smokador Inc. 893
Stern & Associates Inc. 821B
Alex Stuart Design 853
Systems Furniture Co. 866
Taylor Chair 843-1
United Chair Co. 877
Westnofa USA Inc. 874D

9 FLOOR

American Seating Company 964
Arconas Corp 903
Atelier International Ltd. 9-100
Baker Furniture 917
Brayton International Inc. 939
Brickel Associates Inc. 953
Brueton Industries Inc. 946
Cohama Specifier Contract 910A
Conwed Corporation 929
Cramer Inc. 9-102
GF Furniture Systems 916
Gregson Furniture Industries 997
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Haworth Mfg. Inc. 976
Helikon Furniture Co. Inc. 962
Hesco Industries 968
iil Inc. 934
Interior Crafts Inc. 980
International Contract Furnishings .945
Boris Kroll Fabrics Inc. 918A
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Marden Mfg. Inc. 936
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Edward Axel Roffman 958
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Scandiline Industries Inc. 9-112
Smith Metal Arts Co. Inc. 915A
Stendig International 950
Storwal International Inc. 901
Stow/Davis Furniture Co. 909
Structural Concepts Corp. 900
Sunar Inc. 988, 985
Supreme Equipment & Systems 967
Vaughan Walls 920
Virco Mfg. Corporation 932
Vogel-Peterson Company 930
Helen Webber 912
Westinghouse Electric Corp. 906

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Allied Corp. 10-118
Al Treiber 1049A
American Enka Co. 10-132
Artopex .....1049C & D
August Inc. 10-168
BPC Inds. 1040A
Barrett Carpet Mills 10-148
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HAG USA 1052
Hank Loewenstein 1098
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Hayes Mfg. Co. 1081
Horizon Industries 1086
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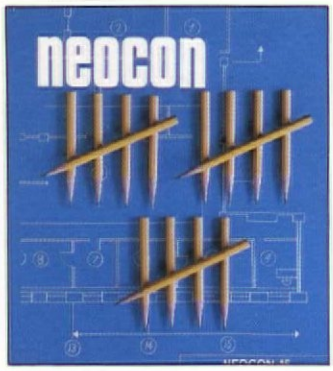
Innovative Metal 1048
Invincible Metal Furniture 1049B
J & J Industries 10-164
Kemos 10-114
Kwik-File 1035
Laminates Unlimited 10-102
La-Z-Boy Chair 1050
Lowes Carpet Corp. 10-106
Meridian 10-167
Metalstand 1039
Metropolitan Furniture 1010
Monsanto Textile Div. 10-156
Mueller Furniture 1080
Niedermaier 10-130
Packard Industries 1054A
Panel Concepts 1046
Peter Pepper Products 1054B
Pouliot 1067A
R.L. Witt 1055
Reff Corp. 1000
Rose Mfg. 10-167
R-Way 10-133
Salem Carpet Mills 10-111
Samsonite 1014
Spec'Built 1035
Steelcase 1032
Superior Chaircraft 1045

*Denotes Specialty Product Exhibition for Contract (SPEC) Member



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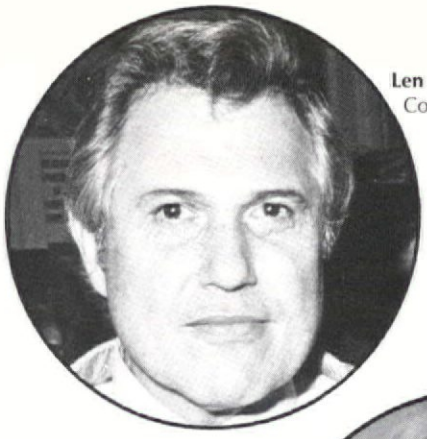

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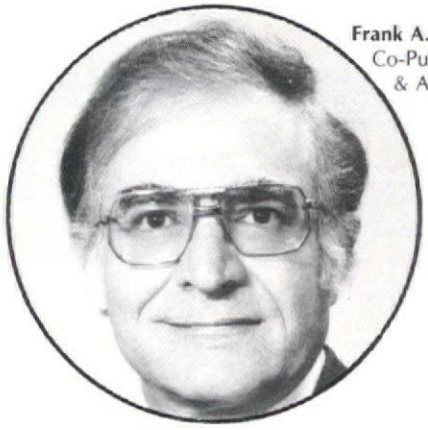

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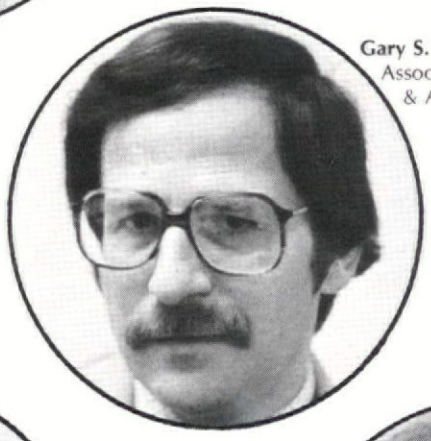

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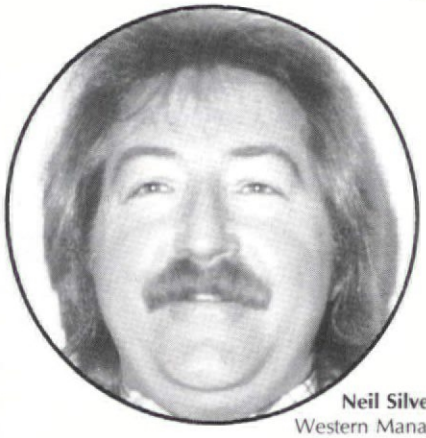

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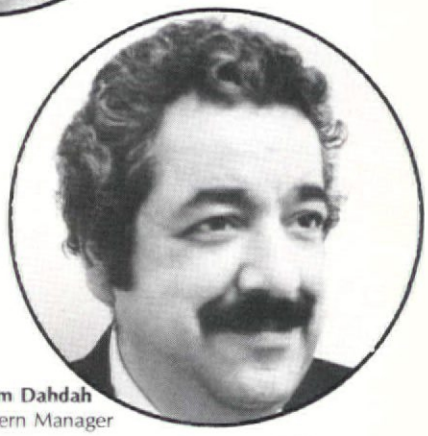

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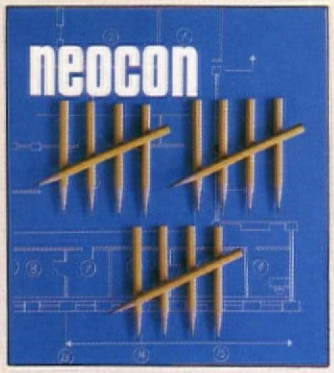


SEMINARS

Seminars & Workshops Focus On Urban Planning, Using Revitalization As Theme

Revitalization of major American cities and the impact of urban renewal on building design is a major focus of seminars and workshops at NEOCON 15. Presentations will be made by leading architects and designers, economic development authorities, and urban leaders. Topics covered will include design of the automated office, the role of the facility planner, the nature of future structures, and how industry and government can collaborate on urban planning projects.

According to latest reports, demand for seminar and workshop tickets is high and advance registration is advised. Registration forms can be obtained by contacting NEOCON, The Merchandise Mart, Chicago, IL 60654; (312) 527-4141. Registration for events will be ongoing throughout NEOCON for those who cannot register for programs in advance.

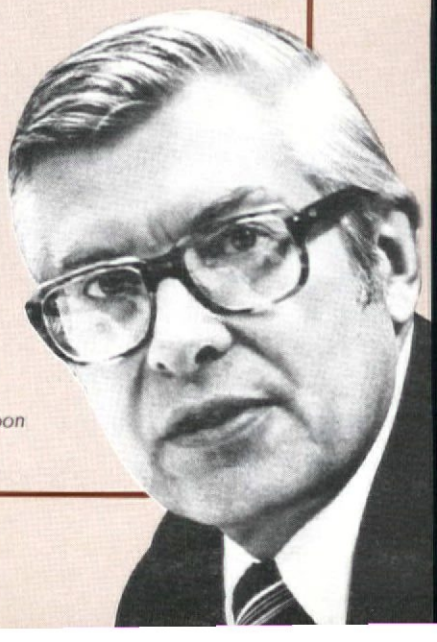
TUESDAY, JUNE 14

AFTERNOON SESSION 4:00

Seminar 1

Public/Private Partnership

A case study of the revitalization of Indianapolis will be presented by its Mayor, the Honorable William H. Hudnut, III. Discussions will focus on the city's central business district and the cooperative efforts of industry and government that made its rebirth possible. Dr. Robert Holland, president, Committee for Economic Development (CED) and authority on urban renewal and planning, will discuss the CED's involvement in Baltimore, Cincinnati, and St. Paul urban renewal.



Indianapolis Mayor William H. Hudnut, III (above) and Dr. Robert Holland (right), president, Committee for Economic Development (CED) will moderate a Tuesday afternoon session on urban renewal.

WEDNESDAY, JUNE 15

MORNING SESSION 8:30

Seminar 2

Encounters With The Future:
Preparing For The 21st Century
In this keynote address, Dr. Marvin Cetron, pioneer and expert in scientific forecasting, and president, Forecasting International Ltd., will explore the workforce of the future. His presentation will derive from data accumulated for his soon-to-be-published work, *Where the Jobs Will Be in the 1990s.*

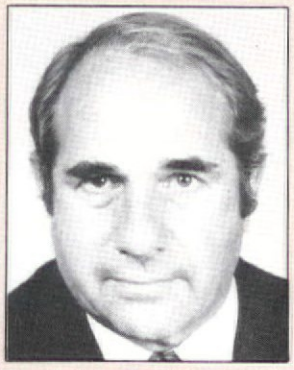
Dr. Marvin Cetron, president, Forecasting International Ltd., will outline the workforce of the future in his session.

Maurice Culot, architect and director, French Institute of Architecture in Paris, will co-host a session on the new architectural classicism.

AFTERNOON SESSIONS 4:30

Seminar 3

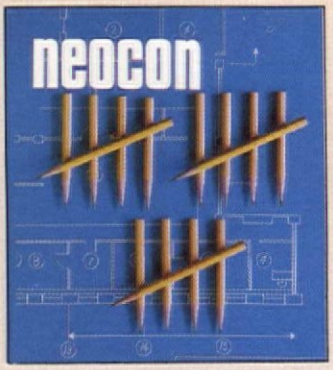
The New Architectural Classicism:
A European Perspective
Bob Krier, architect, urbanologist, and one of Europe's leading post-modern classicists, will present examples of his current works. His designs reflect the styles of the Renaissance and late Baroque periods of the 17th through 19th centuries. Parisian achitect and urban planner Maurice Culot, director of the French Institute of Architecture in Paris, and editor, *The Archives of Modern Architecture*, will co-host the seminar.



Two industry leaders, ASID national president Martin Elinoff (above) and BIFMA president Philip Hendrickson (left), will discuss office automation and design.

Seminar 4

Office Automation & The Total Work Environment
Theories on how the human factor can be integrated in the automated office structure, thus affecting lighting, ergonomics, power, and temperature control will be debated by ASID national president Martin Elinoff, FASID; IBD national president David Cooke, FIBD; Philip J. Hendrickson, BIFMA president; IBM representative Brett Chairiper; and Xerox representative Dr. Robert Dunlop.



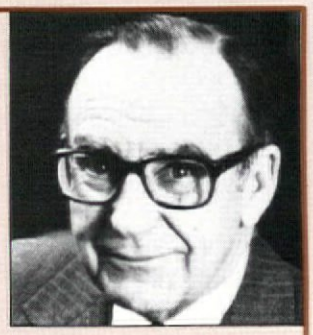
SEMINARS

THURSDAY, JUNE 16

MORNING SESSION 8:30

Seminar 5

American Industry Responds To The Challenges: Conquering The Limits Of Growth
William E. LaMothe, chairman, Kellog Co., the world's largest manufacturer of ready-to-eat cereal, will present his firm's plans for a new world headquarters and the revitalization of downtown Battle Creek, Mich. He will be joined by Fletcher L. Byrom, chairman emeritus, Koppers Co., the world's largest building materials manufacturer, and chairman of the Committee for Economic Development (CED). He will detail U.S. economic growth over the past several decades and forecast the nation's future role in the competitive global market.



Fletcher L. Byrom (above), chairman emeritus, Koppers Co. and CED chairman will forecast the U.S.'s economic growth in his Thursday morning seminar.

Joining Byrom will be William E. LaMothe, chairman, Kellogg Co. (left).

The Facilities Day Luncheon seminar will be led by Jack Gearhart, vice president, New Headquarters Project, TRW Inc., Cleveland.

LUNCHEON SESSION 12:00

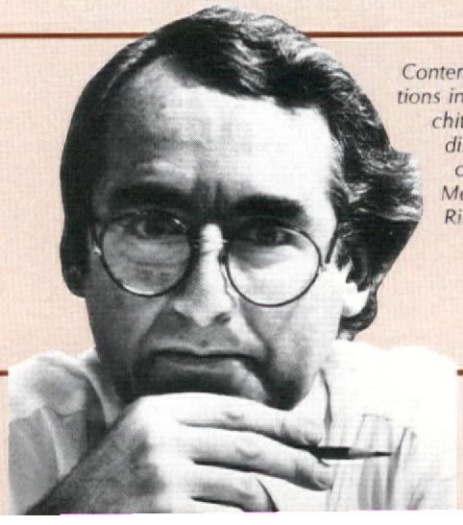
Seminar 6

Facilities Day Luncheon: The Challenges Of The Emerging New Profession
Jack Gearhart, vice president, New Headquarters Project, TRW Inc., Cleveland, will offer an overview of his company's extensive facilities design program. He will also focus on the increasingly important role of the facility manager.

AFTERNOON SESSION 4:30

Seminar 7

Contemporary Directions: An American Perspective
Richard Meier, principal, architectural firm Richard Meier & Partners, New York, will discuss his firm's current projects. Among them is The Museum For The Decorative Arts which is currently under constuction in Frankfurt, Germany.



Contemporary directions in American architecture will be discussed by architect Richard Meier, principal, Richard Meier & Partners, New York City.

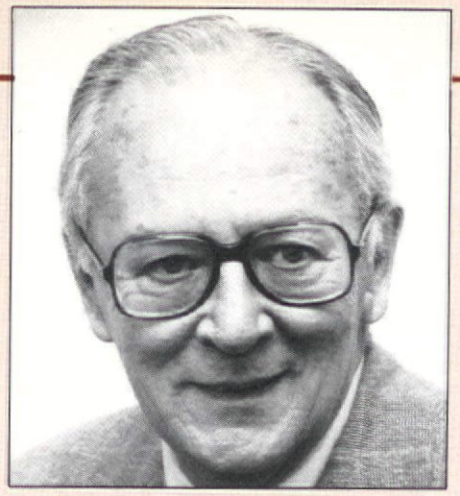
FRIDAY, JUNE 17

MORNING SESSION 8:30

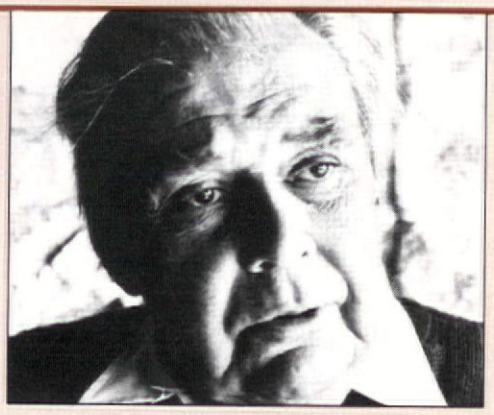
Seminar 8

The Future of Worldwide Urban Development: The Next Generation Of International Cities

Bernard Weissbourd, chairman, Metropolitan Structures, Chicago, will explore factors that will impact design of private urban development projects in the future. Co-presenters are James W. Rouse, chairman, Enterprise Foundation and The Rouse Co.; and William Wong, Jr., Wong-Tung & Partners, Hong Kong.



Developer Bernard Weissbourd of Metropolitan Structures, Chicago, will host a seminar on private urban development projects.



Addressing the Architects Day Luncheon will be Nathaniel Owings, co-founder, Skidmore Owings & Merrill.

LUNCHEON SESSION 12:00

Seminar 9

Architects Day Luncheon Address

Nathaniel Owings, co-founder, Skidmore, Owings & Merrill, and recipient of the 1983 American Institute of Architects (AIA) Gold Medal Award for excellence in architecture, will address the luncheon. He will discuss past and present building styles as well as architecture of the future.

AFTERNOON SESSION 2:30

Seminar 10

Architecture In Transition: Post High-Tech Design

James Ingo Freed, I.M. Pei & Partners, New York; Richard Keating, Skidmore, Owings & Merrill, Houston; and William Pederson, Kohn Pederson & Fox, New York, will collaborate on a panel discussion of architecture-in-transition.

Shown (from left to right) are William Pedersen, Kohn Pederson & Fox, New York; Richard Keating, Skidmore Owings & Merrill, Houston, and James Ingo Freed, I.M. Pei & Partners, New York. They will lead a seminar on architecture in transition.

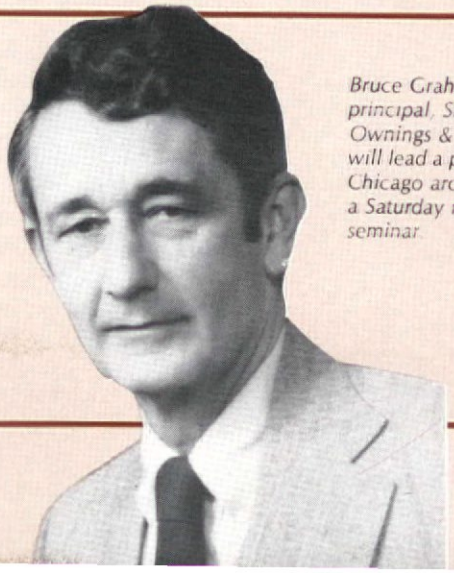
SATURDAY, JUNE 18

MORNING SESSION 8:30

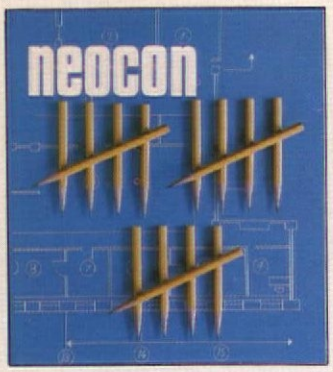
Seminar 11

New Directions In Urban Planning

Bruce Graham, principal, Skidmore, Owings & Merrill, will lead a panel of six Chicago architects in discussion of that city's urban planning for coming decades.



Bruce Graham, principal, Skidmore Ownings & Merrill, will lead a panel of six Chicago architects in a Saturday morning seminar.



WORKSHOPS

WEDNESDAY, JUNE 15

AFTERNOON SESSION 2:30

Workshop A

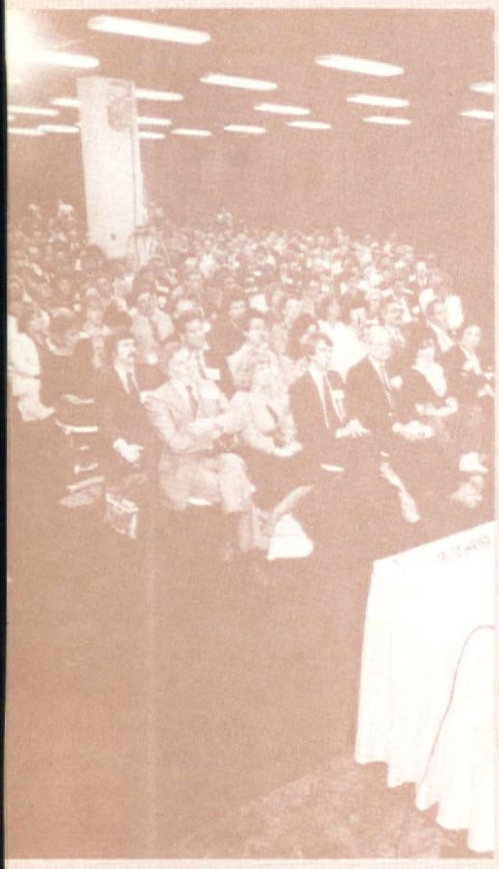
New Concepts In Lighting:
Engineering & Behavioral Considerations
Sylvan Schemitz, principal, Sylvan R. Schemitz & Assoc., and Michael L. Durschmid will examine existing and new sources of lighting and how they contribute to productive office settings. Energy-efficient illumination will be one focus of this workshop.

THURSDAY, JUNE 16

MORNING SESSION 10:30

Workshop B

New Economic Rules In Hospital Design:
Yesterday's Solutions, Today's Problems
Changes in U.S. financial policies that directly affect planning of primary, secondary, and tertiary medical institutions across the country will be overviewed by Dr. Stuart A. Wesbury, president, The American College of Hospital Administrators, and leading health services management expert.



AFTERNOON SESSION 2:30

Workshop C

The New Financing & Urban Revitalization:
UDAG & The Public/Private Partnership
Availability of federal and state grants as well as private monies for small and large urban redevelopment or revitalization projects will be discussed. Stephen F. Dragos, executive vice president, Milwaukee Redevelopment Corp., will outline how government and industry collaboration led to the successful redevelopment of Milwaukee's central business district (CBD). Katherine Brantley, economic development specialist, will explain latest Housing & Urban Development (HUD) programs and Urban Development Action Grant (UDAG) credits.

AFTERNOON SESSION 2:30

Workshop D

An Overview of the Hotel Industry:
Current Trends In International Marketing & Design
Thomas Pritzker, president, The Hyatt Corp.; and William Wong, Jr., principal, Wong-Tung & Partners, Hong Kong, will overview economic and demographic changes that will affect design and marketing strategies for hotels here and abroad.

FRIDAY, JUNE 17

MORNING SESSION 10:30

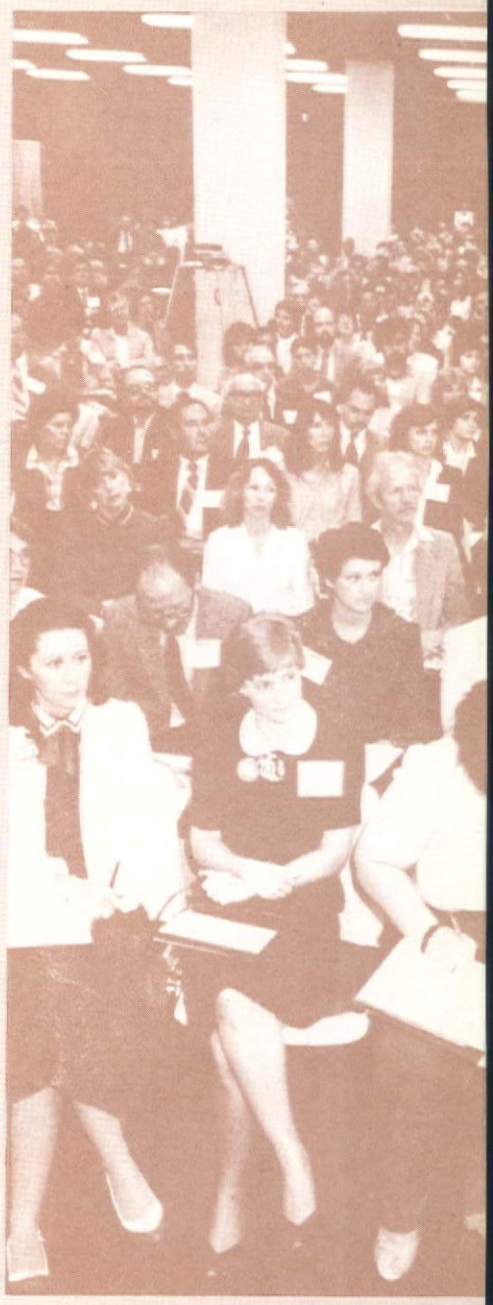
Workshop E

The Language of Materials:
From Michelangelo To The Boeing 747
Angelo Mangiarotti, prominent Italian architect and industrial designer, will demonstrate his design theories and philosophies. He will present an historical overview of how materials such as wood, stone, and metal have been used in design.

AFTERNOON SESSION 2:30

Workshop F

The Memphis Controversy: Fashion or Design
A panel of architects and designers will debate the pros and cons of the Memphis design style—a reaction to the minimalist movement of the 1960s and '70s. Speakers are Ettore Sottsass, Italian industrial designer, senior designer, Olivetti Corp., Milan; and George Sowden, British industrial designer, senior designer, Olivetti Corp., London. Both panelists are members of the Memphis School of Design.



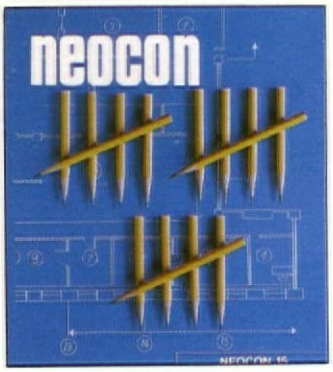
SATURDAY, JUNE 18

MORNING SESSION 11:00

Workshop G

Developing, Managing, & Marketing
An Interior Architecture Practice
Ken Johnson, principal, ISD, Chicago; Norman DeHaan, principal Norman DeHaan Assoc., Chicago; and E. Spes Mekus, senior vice president, Vickery-Ovresat-Awsumb, Chicago, explain management techniques and marketing strategies that aid in the growth of a space planning practice.

More information on NEOCON 15 seminars, workshops, and special events will be provided in CONTRACT's June issue in the NEOCON At-Show section.



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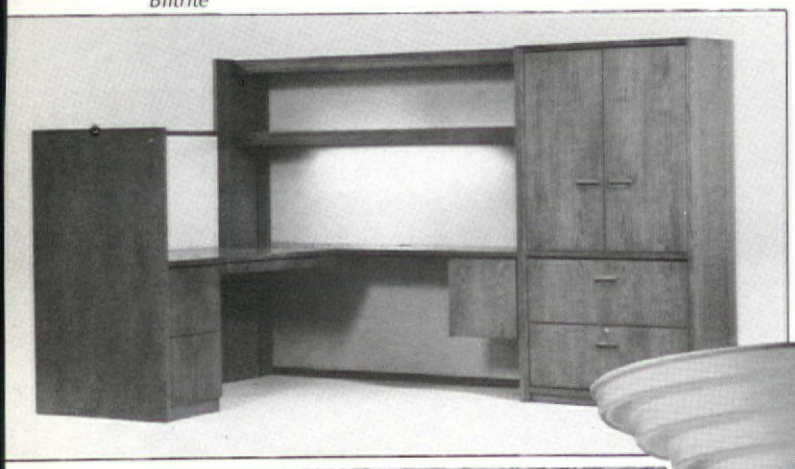

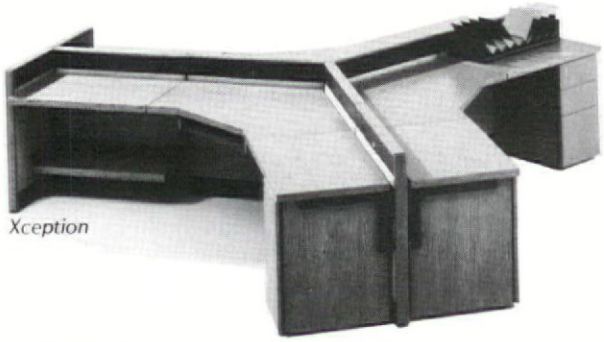

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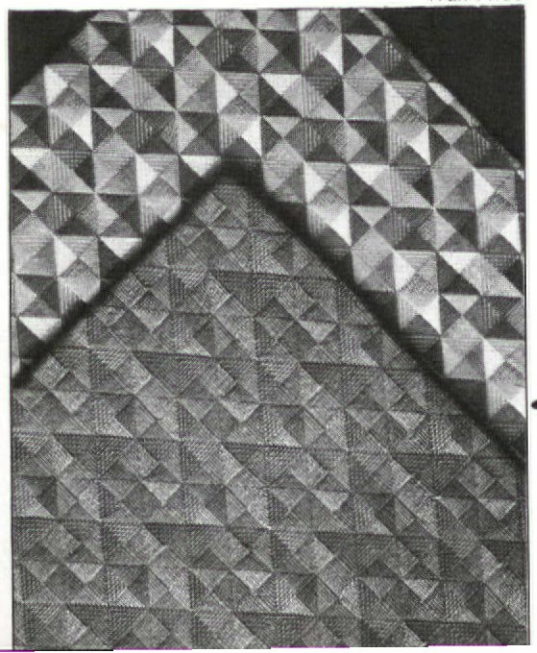
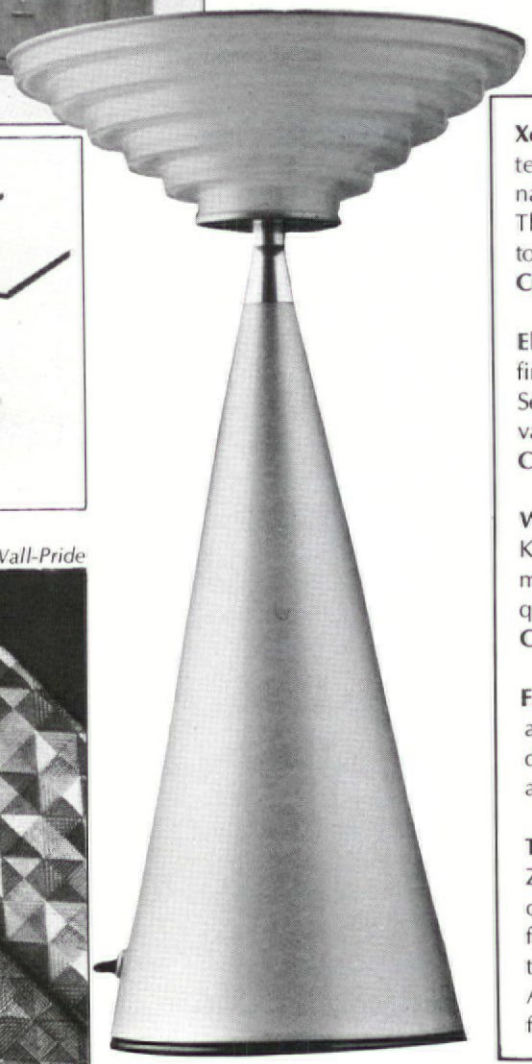
Wall-Pride





Thunder & Light

Xception, Intl. Space 1021—Flex system has steel structural frame and natural wood cabinets and trim accents. Three standard finishes as well as custom mahogany are available. **Circle No. 429.**

Elite Biltrite, Intl. Space 721—Four finishes are available for the Panel Form Series. Expanded line accommodates a variety of wood workstations. **Circle No. 430.**

Wall-Pride, Intl. Space 1322—Kaleidoscope upholstery fabric is latest market option for contract interiors. Jacquard weave is offered in 14 colorways. **Circle No. 431.**

Facit, Intl. Space 421—Line of crank adjustable terminal table accommodates large, heavy units. Surface edges are rounded for safety. **Circle No. 432.**

Thunder & Light, Intl. Space 1125—Ziggurat halogen table lamp has lacquered metal base and built-in transformer. Molded glass shade adds unique touch. Multi-purpose lamp is a design of Asahata Sigheaki. Three colors are offered. **Circle No. 294.**

Bernard Landry, Quebec minister of foreign trade, will officially open NEOCON International at 9 a.m. on June 14. Formerly state minister, economic development, he assumed his current position in 1982.

Just across the street from the Merchandise Mart at Expocenter/Chicago, NEOCON attendees will find 140,000 sq. ft. of space devoted to products and designs of manufacturers from 25 foreign countries. In addition, the special exhibit "The Language of Materials" will display the work of architect and industrial designer Angelo Mangiarotti, Milan, Italy.

NEOCON International will open June 14 at 9 a.m. with a ribbon cutting ceremony led by The Honorable Bernard Landry, Quebec minister of foreign trade. Comments Landry of Quebec's participation in the show since its 1978 inception, "We [in the Quebec trade office] look upon NEOCON International as an extremely important activity for Quebec business."

Roger James, trade commissioner, Australian Consulate and Trade Commission, concurs. "We acknowledge NEOCON International as the major show for contract furniture and furnishings."

Adds Poul Jacobsen, president, Nova Kommunikation, Denmark, "Speaking on behalf of five companies, the main thrust of exhibiting at NEOCON International is to introduce our image, concepts, and companies to the U.S. market."

Show hours for the international event are 9 a.m. to 5 p.m. Tuesday, June 14, through Thursday, June 16, and 9 a.m. to noon on Friday, June 17.

Companies exhibiting products represent the following countries: Austria, Australia, Belgium, Brazil, Canada, China, Denmark, England, France, Holland, Hong Kong, India, Ireland, Italy, Japan, Mexico, Philippines, Scotland, South Africa, Spain, Sweden, Switzerland, Taiwan, West Germany, and Yugoslavia.

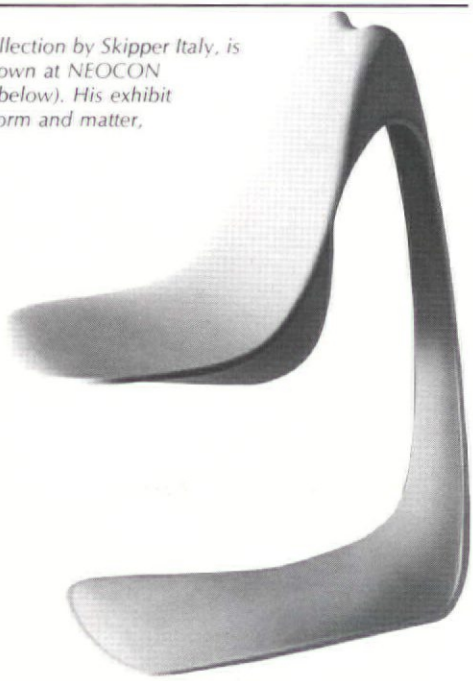
Exhibit explores form, matter

Products designed by Mangiarotti will be shown in six sections, grouped according to materials. Exhibit officials say the display will attempt to verify the dependent relationship that exists between form and matter in projects/objects.

Exploring history of materials will lend perspective to designs in granite, natural stone, marble, wood, aluminum, and man-made materials. Changes in material usage according to technology, and social and economic positions will also be presented.

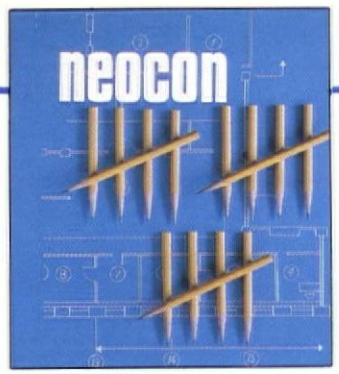
Mangiarotti will explain his work through slides and open discussion on June 17 from 10:30 to 11:30 a.m. at the Expocenter.

"Chicago" chair (right), part of the Maxmill Collection by Skipper Italy, is among works in man-made materials to be shown at NEOCON International by designer Angelo Mangiarotti (below). His exhibit attempts to explore the relationship between form and matter, considering a variety of design influences.



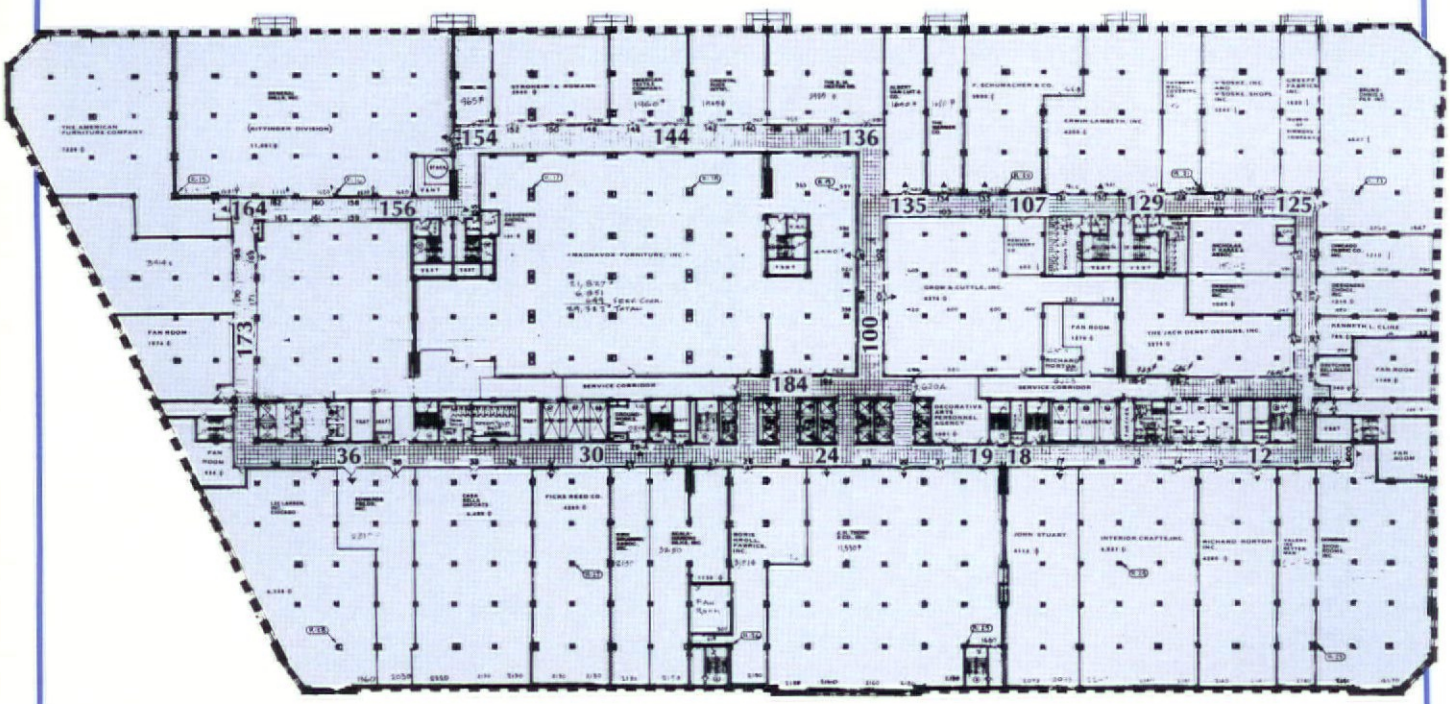
INTERNATIONAL EXHIBITORS

Alta Light 1125
American Wallfabrix Inc. ...1039
Aplix S.A. 1039
ASTE 1225
Australian Consul & Trade Commission 1141-52
Hentschel Baetz Ltd 417
BMK Ltd 1138
Beelner & Thomas 1011
Binnie Enterprises 1029
Boris Wafveri AV 1308
Cazzaro 521
Charles' Furniture Co. 1211
Charvoz-Carsen Corp. 1129
Cordemex 1128
Cover Aplix 1039
The Crimson Group 940
DFI/Systems 511
Dura-Tufting 1032
Eurosit 508
Fabra-Wall 1312
Facit Inc 421
Flax Art & Drafting Supply ..1133
Global Industries Inc. 1124
Gordon International 521
Gouvernement Du Quebec 721, 921, 1021
Johana Gritsch 621
Group Four 1234
Karl Gutmann Inc. 411
Hansa Company 1314
Hoteltech International 1038
Industries Mabe 1238
Irish Export Board 915
Jessenko 1111
Jute Carpet Backing Council 1137
Dean Kent Ltd. 1217
Kinnasand of Sweden 1308
Lazarus Fabrics 1225
Lonseal Corporation 1318
Lutravil Company 1028
Marble Supply International 1139
Merida Meridian Inc. 1128
Modulex Inc. 1025
Morris Distributors 1032
Navan Carpets 915
Nissho-Ilvai 1225
Nora Flooring 1308
Nova Kommunication APS ...611
Pepper Chair 1033
Press 521
Stephen Roodveldt Contract Furniture Mktg. ..1111
Saturn Office Equipment Ltd. 1024
Set Italia 1238
Sik Jasen 1238
Gene Smiley Inc. 1308
Springer-Penguin Inc. 1238
Stilnovo 1125
Svensson 1225
Taifo Stil Buying Agency 621
Talin 521
Targetti 1125
Tasibel 1128
Teknion 1121
Thunder & Light 1125
R. Trilsch GMBH 1111
Viasit GMBH 1111
Vinyl Products 950
Wall-Pride Inc. 1322
Weyel International 940
Workspace International 621



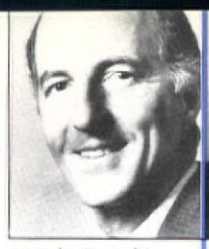
FLOOR 6

Textiles Sport Lively Palette

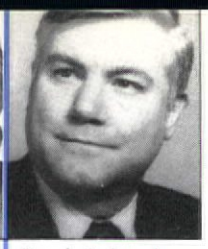


*Baker, Knapp & Tubbs 6-187
Gretchen Bellinger Inc. 6-118A
*Brunschwig & Fils 6-121
*Casa Bella 633
Chicago Fabric Co. Inc. 6-120
*Jack Denst Designs 6-117
*Designers Choice Inc. 6-119
Donghia Showrooms Inc. 610
*Erwin-Lambeth Inc. 6-130
Edward Fields 635
*Ficks Reed 631
*Hensel & Associates 6-120
Hexter, S.M. Co., The 6-136
*Hudson of England 6-154
Innovations 610
Katzenbach & Warren Inc. 6-135-2
*Kittinger Co. 6-158
Boris Kroll Fabrics Inc. 626
Jack Lenor Larsen 638
Lee Jofa 637
*Lee Larsen Inc. 6-140, 638
Richard Norton Inc. 612
Romweber Furniture Co. 6-166
Scalamandre Inc. 627
F. Schumacher & Co. 6-133
Isabel Scott Fabrics Corp. 624
*Smith Watson, Co. 6-127
*Stroheim & Romann Inc. 6-148
John Stuart Inc. 617
*Thybony Wallcoverings Co. 6-128
*Bertil Thurne 6-118
Valentine Betterman 611
*Albert VanLuit & Co. 6-135-1
V'Soske Inc. 6-127
*Warner Co., The 6-134

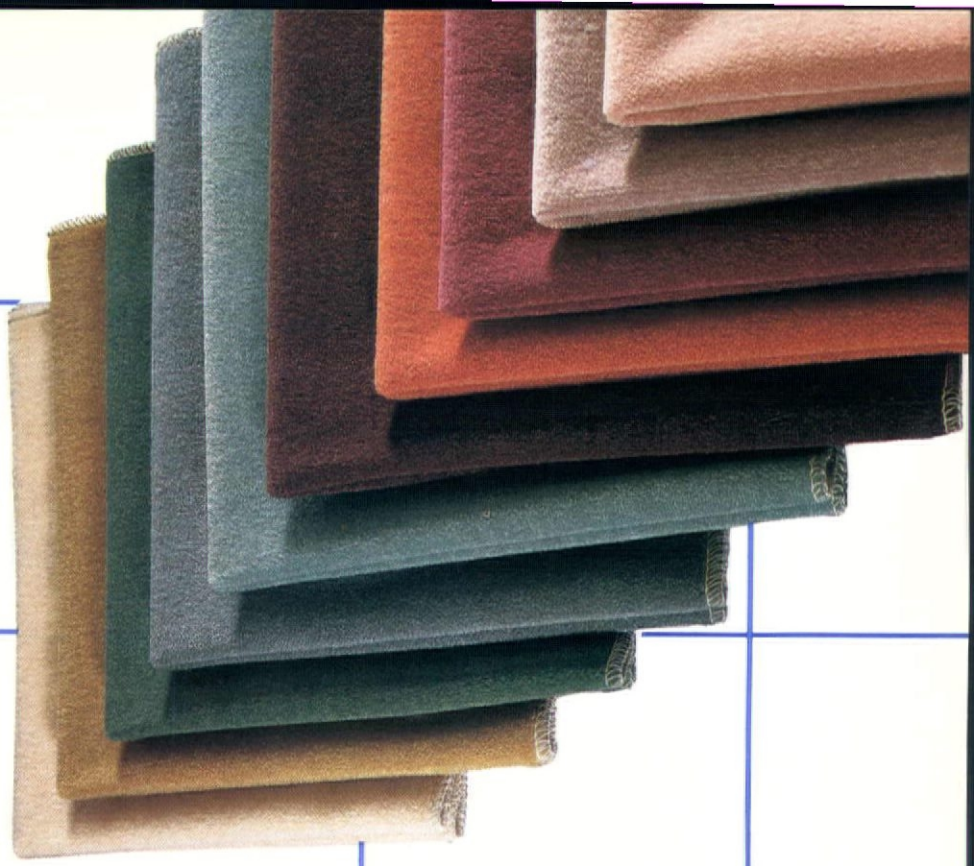
**Denotes Specialty Product Exhibition For Contract (SPEC) Member*



Angelo Donghia
Donghia



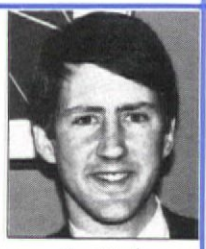
Derek A. Lee, Jr.
Lee Jofa



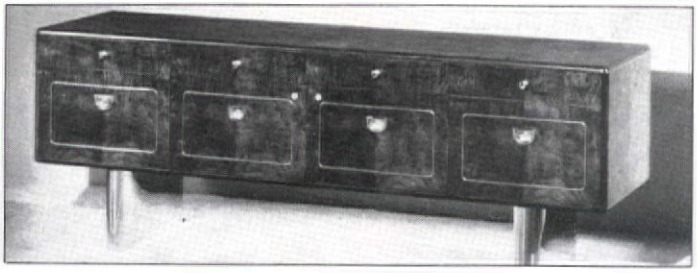
Lee Jofa, Space 637—Four new designs have been added for NEOCON. Universal, Abigail, Masquerade, and Alexandra provide flexible options for upholstering (not shown). **Circle No. 299.**

Roxane Greene
Erwin-Lambeth Inc.

S. Harris, Space 6-113—Ritz contract line has 100 percent plush wool face. Fabric comes in 20 colorways.
Circle No. 301.

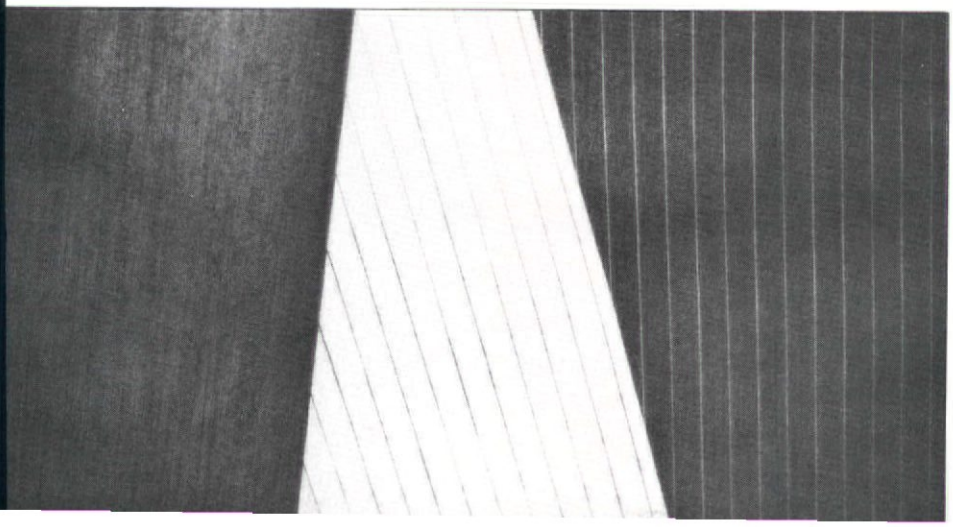


Scott Johnson
Erwin-Lambeth Inc.



Romweber Furniture, Space 6-166—Maestro Office Collection represents entry into contemporary office lines. French walnut veneers are standard. **Circle No. 302.**

Donghia Textiles, Space 610—A variation on the classic cord weave, Merrimack has a uniformly raised surface structured to resist abrasion. Fabric is mohair/worsted wool and comes in seven colors. **Circle No. 298.**



***Thybony Wallcoverings, Space 6-128**—Coordinated textile collection called "Definitely Not Neutral" features a new color palette. A variety of solids, pinstripes, and fabrics are offered. **Circle No. 305.**

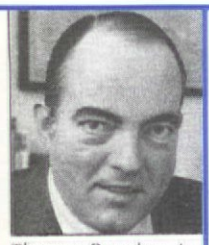
**Denotes Specialty Product Exhibition for Contract (SPEC) member*

FLOOR 6

***Erwin-Lambeth Inc., Space 6-130**—Wing chair #410 is Chippendale in flavor. Wood detailing accents styling. **Circle No. 304.**

Jack Lenor Larsen, Space 638—Printing process of half-tone colors allows rich and varied colorations for the Freesia pattern. Fabric is Egyptian cotton. **Circle No. 300.**

Jack Lenor Larsen
Jack Lenor Larsen



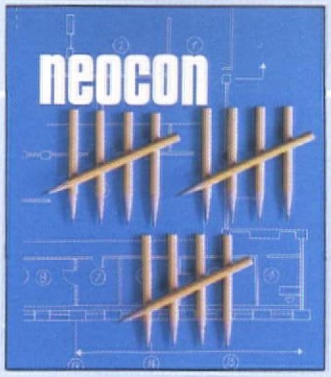
Thomas Peardon, Jr.
Brunschwig & Fils

Brunschwig & Fils, Space 6-121—Izmir paisley texture is woven of cotton/rayon and comes in five rich colorations. Complementary herringbone coordinates in 14 colors. **Circle No. 303.**

Patrick Mongiello
Brunschwig & Fils

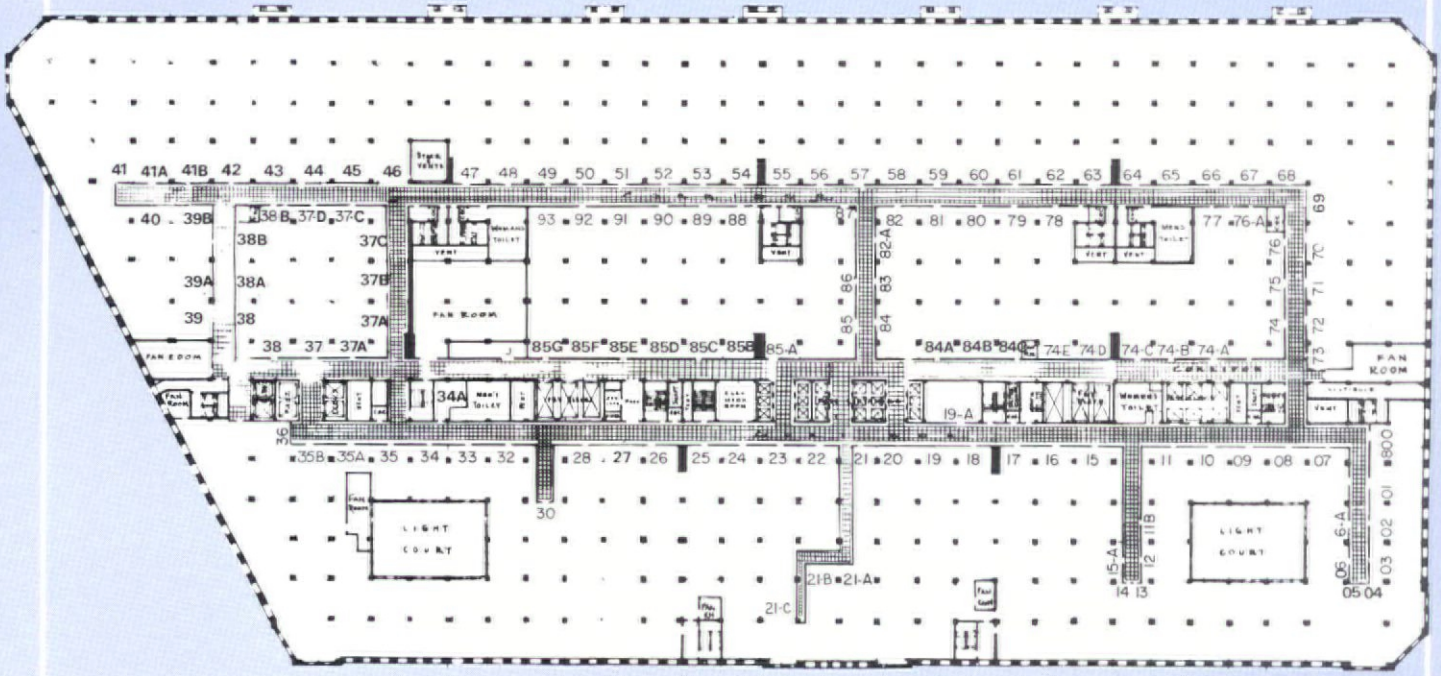
Ross Francis
Brunschwig & Fils

**Denotes Specialty Product Exhibition for Contract (SPEC) member*



FLOOR 8

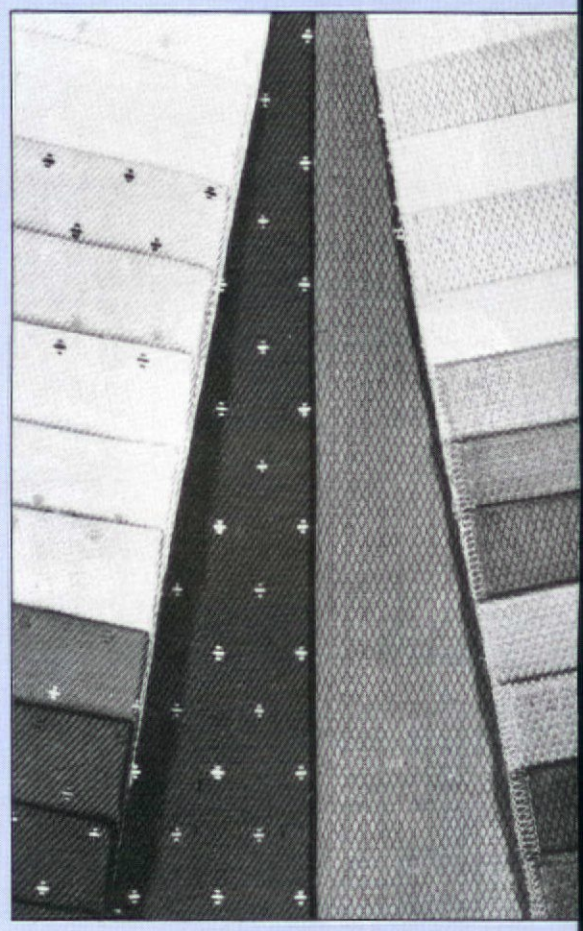
Intros Address Ergonomic Needs

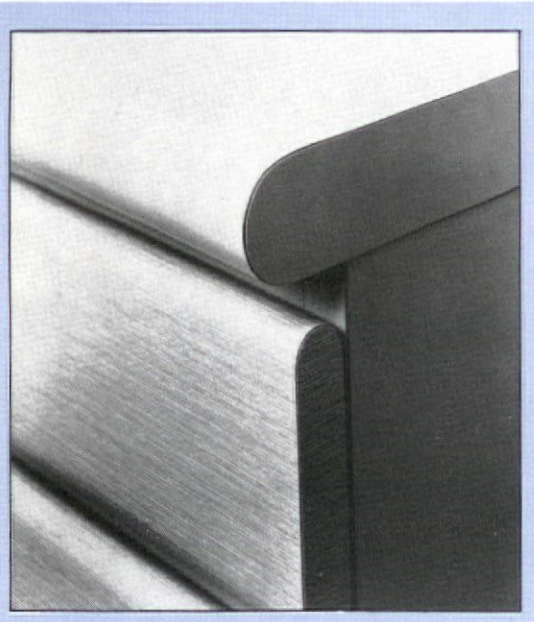


Acoustical Screens Corp. 850
Alex Stuart 853
Ambiant Systems Ltd. 861
Ametex Contract Fabrics Inc. 891
Amstore 864
Arc-Com Fabrics Inc. 888
Artec 825
Artemide 851
Bernhardt Contract 840
Bradford Systems Corp. 804
CI Designs 880
Carnegie Fabrics 851
Jack Cartwright Inc. 852
Coral of Chicago 800
Cumberland Furniture Corp. 862
Dependable Furniture Mfg. Co. 865
Dunbar 845
Executive Office Concepts 874
Fabrica 848
Formica Corporation 802
Frankel Associates Inc 878
Girsberger Industries Inc. 874C
Glassform Industries 819A
Haskell of Pittsburgh Inc. 808
Inotec 808
Interface 848
Italcenter 841
Jofco Inc. 844
KCR Fabrics Inc. 867
Kimball Office Furniture Co. 825
Ken Krauss Associates Inc. 885D
Krug Furniture Inc. 846-1
Lehigh/Leopold 815
Litton Business Systems 815
Maharam Fabric Corporation 883
Metcor Mfg. 834A
Metrix Wood Systems 846-2
Mira-X 835
Modern Mode 885
Moser Contract Furniture 865
Pace Business Interiors 860
Precision Mfg. Inc. 832
Harvey Probber Associates Inc. 857
Rosemount Office Systems Inc. 839
SSC Corp./Interface 848
Schafer Brothers Inc. 836
Shaw-Walker Company, The 868
Smokador Inc. 893
Stern & Associates Inc. 821B
Alex Stuart Design 853
Systems Furniture Co. 866
Taylor Chair 843-1
United Chair Co. 877
Westnofa USA Inc. 874D

FLOOR 8

Gilbert International, Space 885D—Designed by Edward Vasquez, "Gondola" is available as a chair or setee. Both COM and standard fabrics or leathers can be specified. **Circle No. 365.**





Formica, Space 802—"Flax," a textural laminate with a linear weave, is one of 27 new designs to be shown by the firm. Three colors are available in both vertical and horizontal forming grades. **Circle No. 260.**

Ametex, Space 891—Among new textiles are Baccarat and Rousseau, 54-in.-wide, rayon/cotton wallcoverings. **Circle No. 270.**

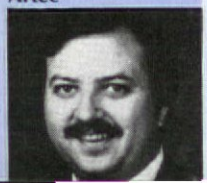
James Thompson
Rosemount

Artec, div. Kimball Int'l, Space 825—Showcased will be OFS office collection with VDT worksurfaces. Specification options include radiused oak or rectilinear metal tops, 28 panel fabrics, varied storage components, and task or ambient lighting. **Circle No. 254.**

Westnofa, Space 874D—New, laminated, beechwood stack chair has double-layer urethane cushions and wood frame. Called Formia, it is available with natural lacquer or custom-stained finishes. **Circle No. 257.**

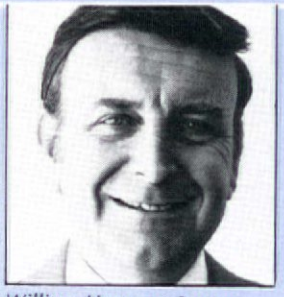
Thomas Canfield
Rosemount

Ron Werner
Artec

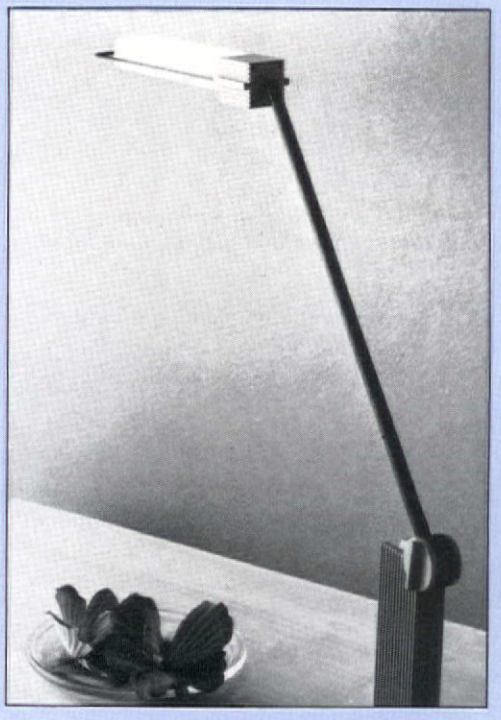


Edward Haskell
Inotec

Inotec, Space 808—Firm will display completely coordinated lines of computer support furniture. All components are adjustable to meet needs of users. **Circle No. 266.**



William Lippman, **Inotec**



Artemide, Space 851—Energy-efficient, fully adjustable fluorescent task lamp consumes 11 watts of power, but provides output equal to a 70-watt incandescent lamp. Called Alistro, product has die-cast table base and swiveling vertical support. **Circle No. 251.**

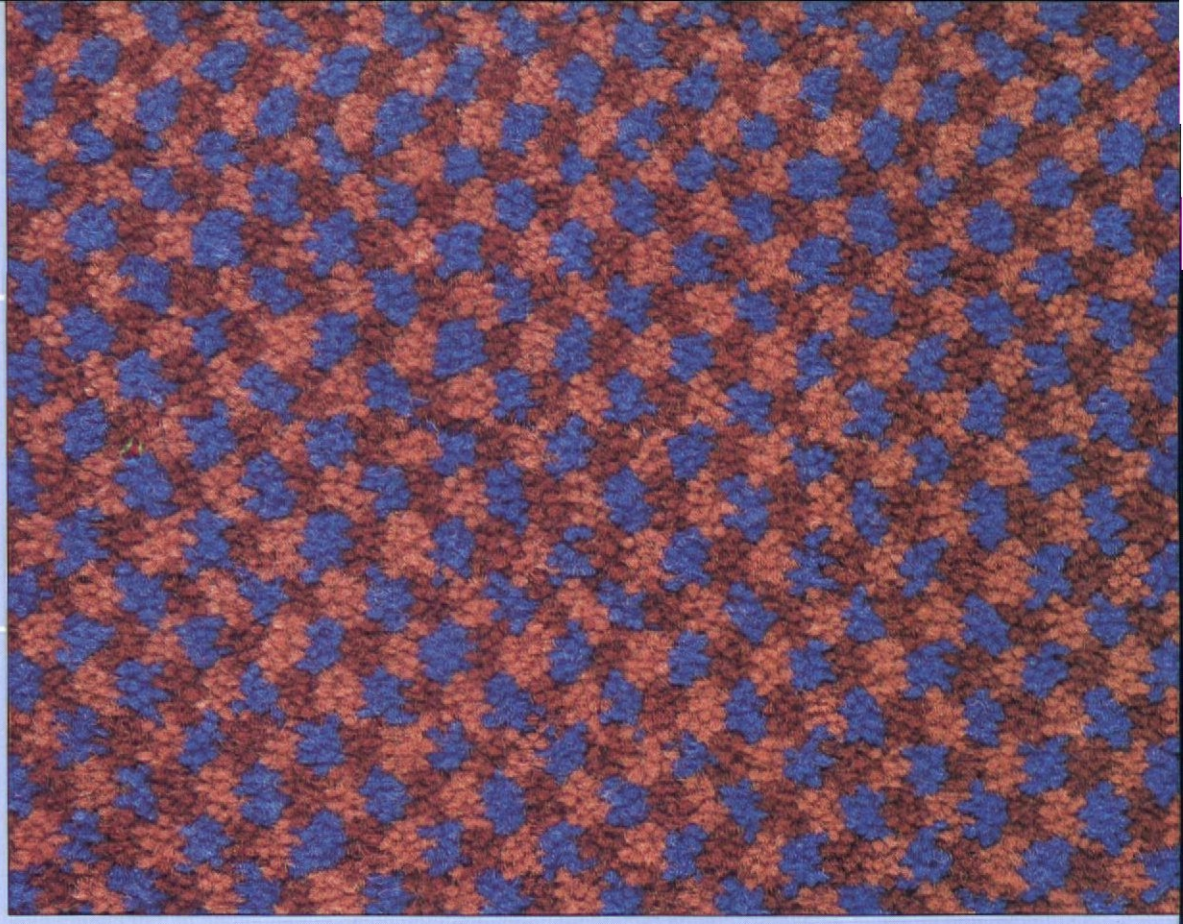
Coral of Chicago, Space 800—New chenille uphostery collection will be introduced. "Safety Solid" and "Safety Hob" are made of 100 percent, abrasion-resistant Trevira CS fiber. **Circle No. 258.**

Arthur Rosen
The Pace Collection

Modern Mode, Space 885—Series 6000 reception/workstation incorporates task lighting, transaction counter shelf, and interior, fabric tack panels. Oak, walnut, cherry, mahogany, and ash veneers in 14 standard finishes are offered. **Circle No. 253.**

Fred Gregg
The Pace Collection

FLOOR 8

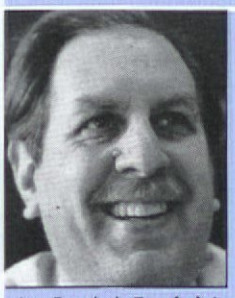


Fabrica Int'l, Space 848—"Towne Centre," a small-scale, geometric carpet introduction, is tufted of Badische's Zeftron nylon. It is available in 11 colorways with solid-color coordinates. **Circle No. 252.**

Harvey Probber, Space 857—One of the firm's introductions will be the "Bitsch" chair made from woven, stainless steel fabric. Fire-proof material is invisibly fastened to spring-steel frames finished with polished and satin chrome or enamel. **Circle No. 367.**

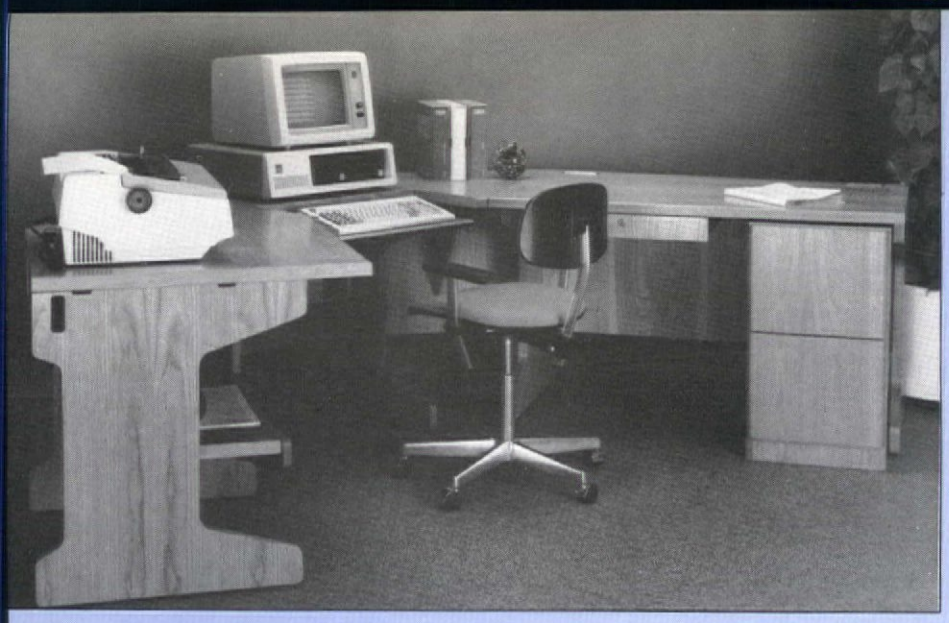
Estel, Space 841—Among products to be on display at the Italcenter is "Steps" designed by Cini Boeri. Credenza is of black polyester. **Circle No. 416.**

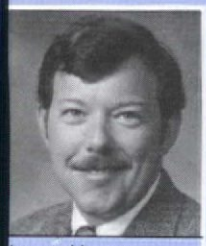
Bernhardt, Space 840—Armchair is of solid ash and is part of a new conference, lounge, and office seating series. **Circle No. 417.**



Jay Frankel, **Frankel Associates**

Terry Phillips
Frankel Associates

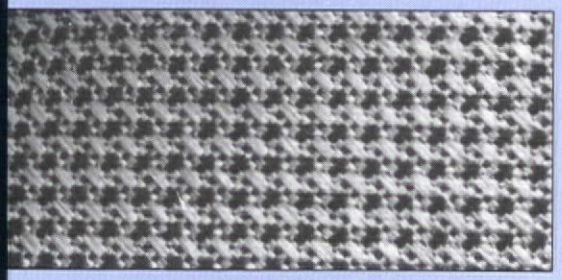




James Hogan
Acoustical Screens

Acoustical Screens, Space 850—"Interact" is an all-wood, modular workstation system with continuous wire management. It is designed to integrate with firm's panel system and freestanding or panel-hung surfaces and components. **Circle No. 259.**

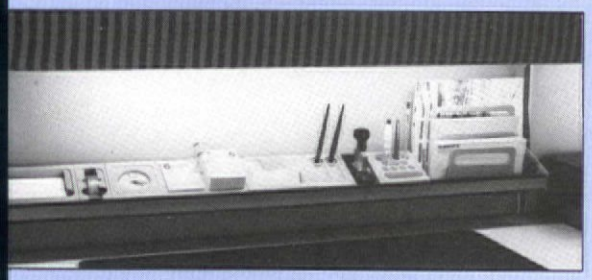
Pace, Space 860—Designed by G. Faleschini, Meteora Saddle Leather series includes desks, chairs, coffee and conference tables, and cabinets. All designs are covered with 3-mm.-thick saddle leather. **Circle No. 264.**



Carnegie Fabrics, Space 852—Highlighted is Xorel fabric and wallcovering collection. Heavy-duty, woven designs are offered in three constructions and 30 colorways. **Circle No. 267.**

Girsberger, Space 874C—Consens 3 seating is offered with high or low back, and open or upholstered armrest. **Circle No. 256.**

Interface, Space 848—Among products to be displayed at the show are "Performance," a modular carpet; "Intersept," an antimicrobial tile for health-care settings, and "Synergistic Hues," a color matching system for carpet and furnishings. **Circle No. 261.**



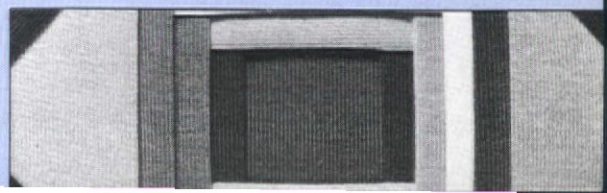
Glassform, Space 819A—Manlove accessory system is made from aluminum extrusion in both standard and custom lengths. Interchangeable bracket attachments permit accessory track to be mounted on office panels. **Circle No. 363.**

Arc-Com, Space 888—Lateral Plush is a 100 percent wool face upholstery/panel fabric and wallcovering with a Class A fire-retardant rating for wallcoverings. A choice of 27 colors are offered. **Circle No. 265.**

Ray Anderson
Interface

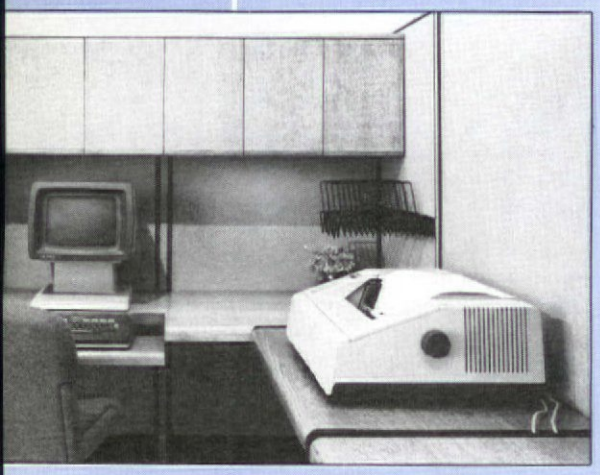
Grant Todd (far left)
Interface

Don Russell
Interface



FLOOR 8

Mira-X, Space 836—Freia Prowe's Artecasa fabric collection is a major introduction. Cotton textiles are offered in five patterns in a variety of colorways. Three new carpet collections complement the line. **Circle No. 272.**



Executive Office Concepts, Space 874—Heritage seating is offered with plain and tufted backs and a variety of base, finish, and control options. Line coordinates with Heritage desks, credenzas, files, bookcases, and tables. **Circle No. 262.**

Joseph Wojdak
Haskell of Pittsburgh

Lehigh-Leopold/LBF, Space 815—Adapt Panel System includes built-in wire management. All-wood furniture is offered in black walnut and various types of oak. Panels can be fabric-covered steel, shatterproof SAR acrylic, or sound-proof, fabric-covered fiberglass. **Circle No. 366.**

CI Designs, Space 880—Shown will be High Back Desk Chair by Warren Platner featuring seat and back altitude control with lock and tension adjuster. Bentwood arms and legs match firm's Magic Office desk line. **Circle No. 268.**

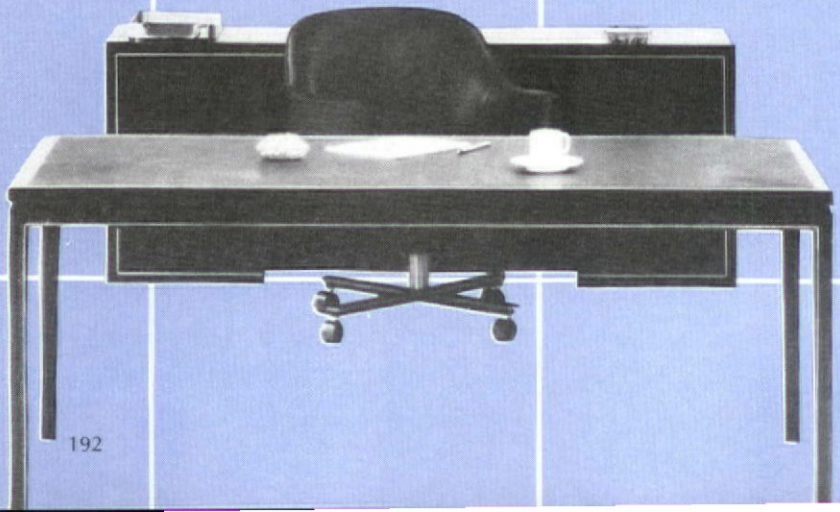
Frances Ratto
Modern Mode

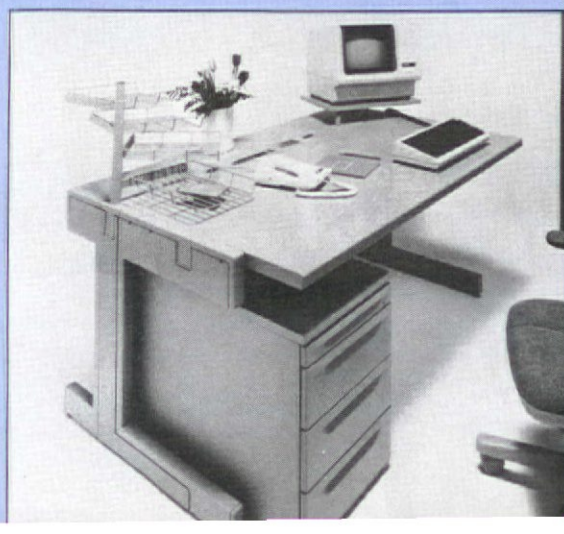
Thomas M. Garasic
Haskell of Pittsburgh

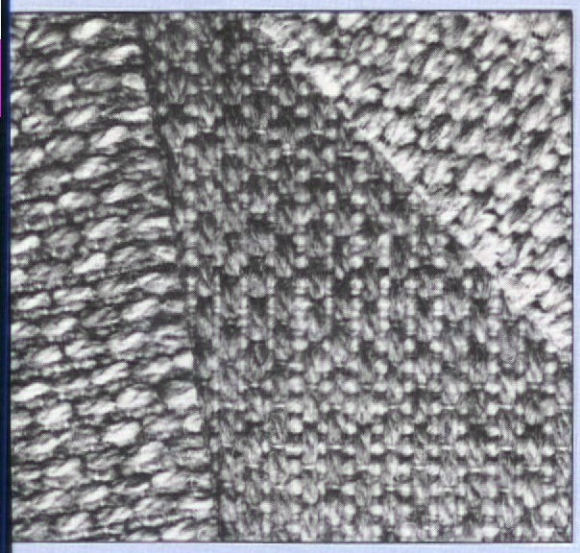
Cumberland, Space 862—Latest addition to firm's Executive Series 3 office furniture will be shown. Kneehole credenza features hutch and lighted worksurface. Bookmatched mahogany veneers are framed with solid mahogany and ⅛-in. satin bronze reveal. **Circle No. 364.**

Precision, Space 832—Ergodata workstation features an easily adjustable worksurface that can be raised, lowered, or inclined without removing desktop items. Organization channel houses cable and wires and conceals duplex outlets and communication connections. **Circle No. 263.**

Anthony Ratto
Modern Mode

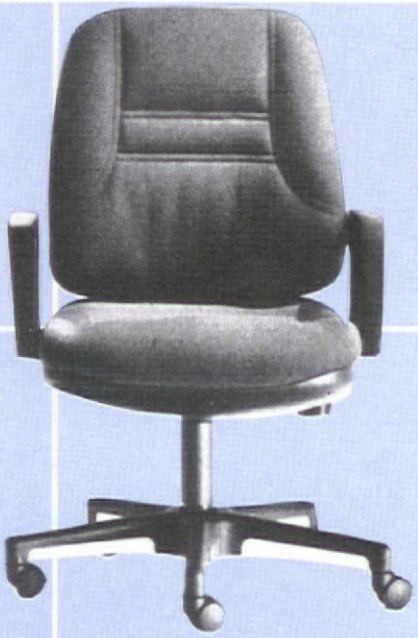






William Halsey
Modern Mode

Frankel Assoc., Space 878—Wool Prism is one of 15 new fabrics to be shown at the show. Upholstery/wallcovering is a wool/cotton blend offered in seven colors. **Circle No. 418.**



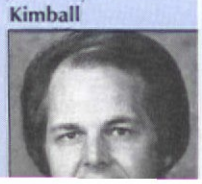
Kimball, Space 825—EDS (electronic data support) collection features traditional workstations that are equipped for computerized office machinery. Furniture is made of walnut veneers with hand-rubbed, satin-lacquer finishes. **Circle No. 255.**

Richard Sinclair
Executive Office Concepts

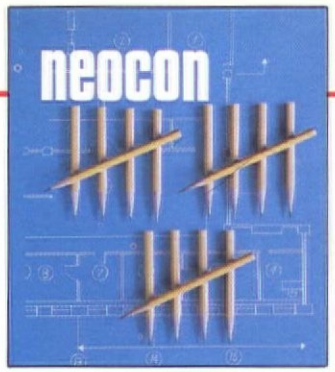
Grahl International, Space 832—New products to be displayed in the Precision Mfg. showroom include ergonomically designed Allmatic task seating. Chair height is pneumatically adjustable; back tilt automatically follows user's position when unlocked. **Circle No. 362.**

Smokador, Space 893—Aluminum planters are offered with bronze, brass, and aluminum finishes. Fiberglass line is available in 17 colors. Planters range from 6- to 48-in. in diameter and have recessed bottoms. **Circle No. 269.**

John Thyen
Kimball

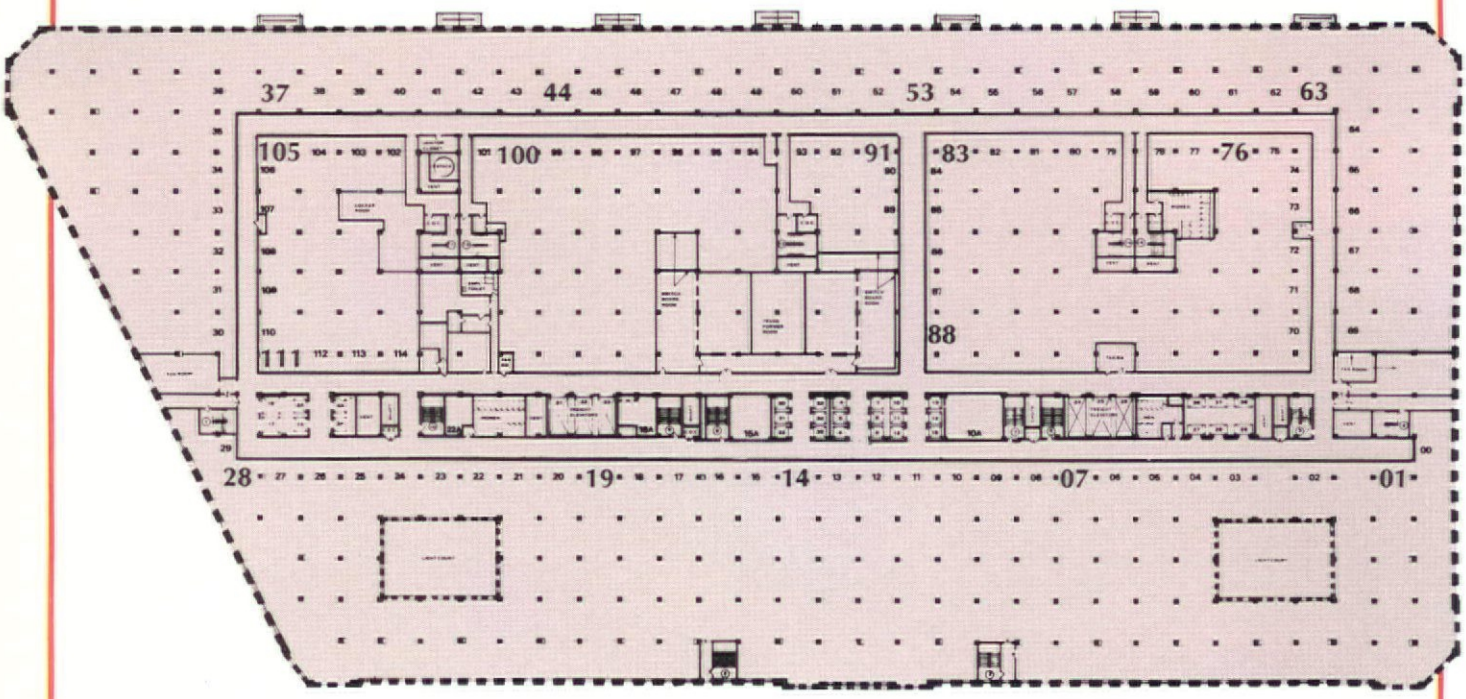


Rosemount, Space 839—New Pass-Thru panels and turntables allow co-workers to share computer terminals. Panel openings accommodate terminals of all sizes. **Circle No. 271.**



FLOOR 9

High-Tech Is Prominent



American Seating Company 964
Arconas Corp. 903
Atelier International Ltd. 9-100
Baker Furniture 917
Brayton International Inc. 939
Brickel Associates Inc. 953
Brueton Industries Inc. 946
Cohama Specifier Contract 910A
Conwed Corporation 929
Cramer Inc. 9-102
GF Furniture Systems 916
Gregson Furniture Industries 997
Hardwood House Corporation 993
Haworth Mfg. Inc. 976
Helikon Furniture Co. Inc. 962
Hesco Industries 968
iil Inc. 934
Interior Crafts Inc. 980
International Contract Furnishings 945
Boris Kroll Fabrics Inc. 918A
McDonald Products Corporation 922A
Marden Mfg. Inc. 936
Herman Miller Inc. 920
Modernfold 968
Pacific-Condi 995
Patrician Furniture Company 902
Edward Axel Roffman 958
Rudd International Corp. 9-113
Scandiline Industries Inc. 9-112
Smith Metal Arts Co. Inc. 915A
Stendig International 950
Storwal International Inc. 901
Stow/Davis Furniture Co. 909
Structural Concepts Corp. 900
Sunar Inc. 988, 985
Supreme Equipment & Systems 967
Virco Mfg. Corporation 932
Vogel-Peterson Company 930
Westinghouse Electric Corp. 906

L. Paul Brayton
Brayton Int'l

Joel Herrmann
Brayton Int'l

Michael Knoll
Brayton Int'l

Estelle Brickel
Brickel

Stephen Brickel
Brickel

Patricia Nugent
Brickel

Sam Friedman
ICF

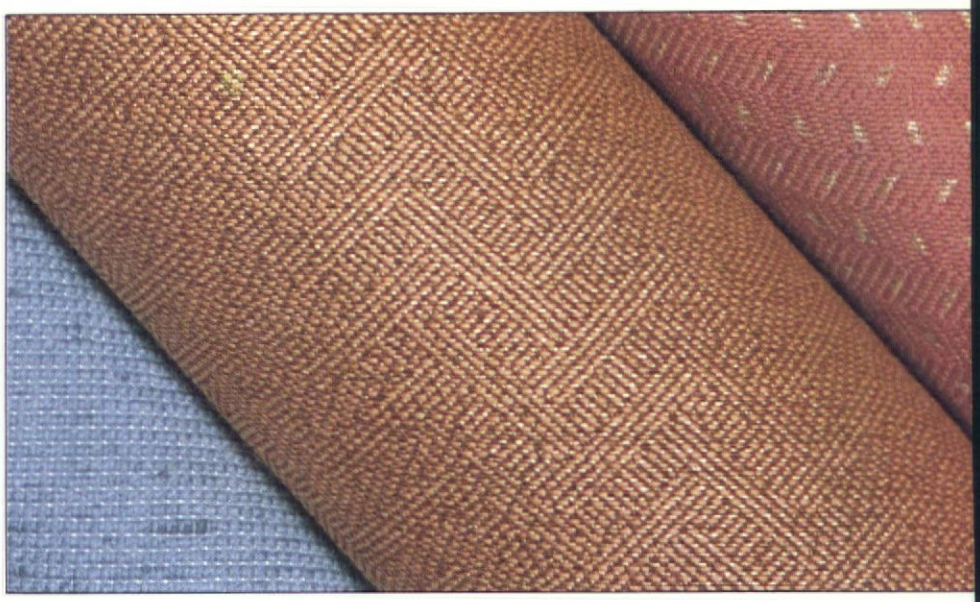
Pat Hoffman
ICF

Roy Macdonald
Virco

Virco, Space 932—Stand-up data station is 38-in high with 10-in. deep accessory shelf. Item is available in golden oak laminated plastic top with putty frame or walnut top with black frame. **Circle No. 354.**

Brayton Int'l, Space 938/940—"Signum" system, developed in Cologne, features smooth sliding drawers, large worksurfaces, and storage area. Items included in series are vertical storage units, desks, consoles, and moveable storage pedestals.
Circle No. 348.

Conwed, Space 929—Products to be displayed will include System 2™ wood and fabric panel workstation, complementing wood desks and acoustical ceiling systems. Several new items will also be unveiled at NEOCON.
Circle No. 340.

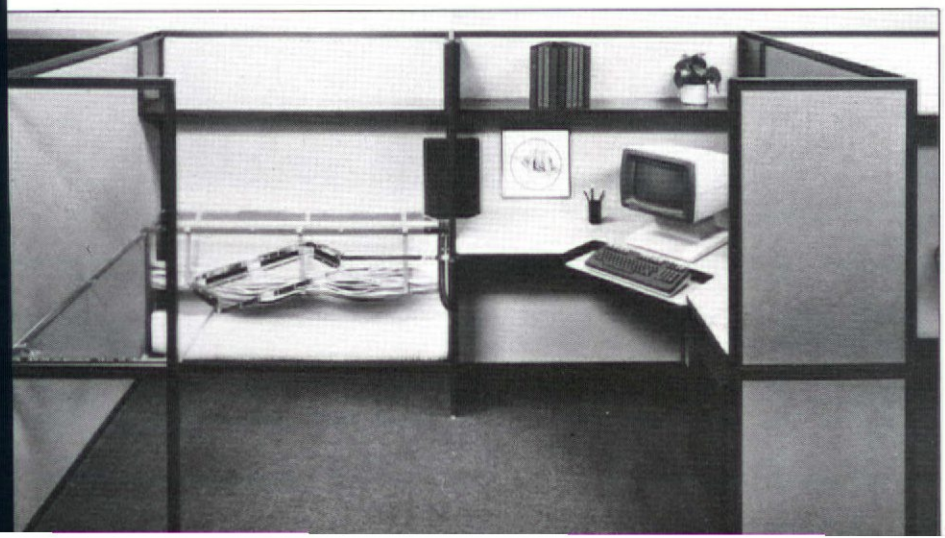


Boris Kroll, Space 918A—"Island Cloth Collection II" features orlon prints and companion solids. Fabric is mildew and sunlight resistant, quick drying, and dimensionally stable. **Circle No. 336.**

Smith Metal Arts, Space 915A—Folding desk clock, addition to "Radius Two" collection, has liquid crystal display. Product is offered in six metal finishes. **Circle No. 350.**

Lisa Kroll
Boris Kroll

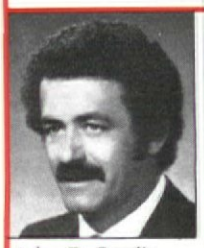
Boris Kroll
Boris Kroll



Structural Concepts, Space 900—Panel system allows extra-large chase for computer applications. Chase can hold air system for heat built-up from CRT use. **Circle No. 342.**

FLOOR 9

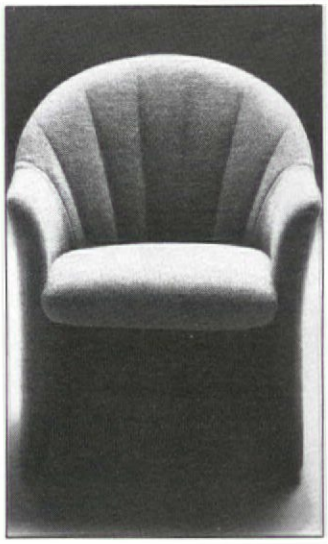
ICF, Space 945—"Banco" chair and sofas are raised off floor and have reversible cushions. Steel and marine plywood panel frame has same soft leather as cushions. Product is offered as one-, two-, three-, or four-seater. **Circle No. 344.**

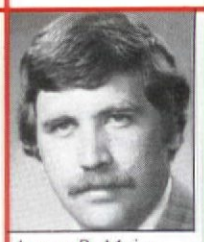


John D. Breslin
Haworth

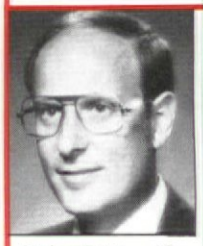
Westinghouse, Space 904/906—Featured will be new office seating products and additions to WES-TECH electronic furniture module line. Height-adjustable VDT terminal tables, reader stand, and palm foot support are available. **Circle No. 421.**

Arconas, Space 903—Andre Vandebueck designed Aurora small-scale dining, conference, and occasional chair series. Fluted and flaired styling has steel frame of molded high-resiliency urethane foam with nylon-webbed seat support. Optional casters are offered. **Circle No. 345.**



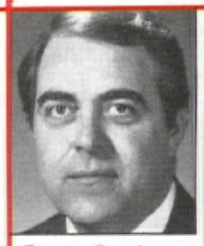


James R. Meier
Haworth



Richard Haworth
Haworth

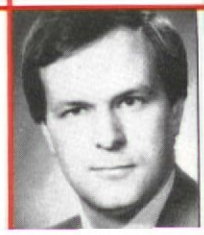
Haworth, Space 976—Introduced will be 119 colors and textures for panel and seating fabrics to complement already existing vinyls, leathers, and high-pressure laminate surfaces. Gray shelving to match trim and surface offerings of Uni Group™ will also be shown. **Circle No. 353.**

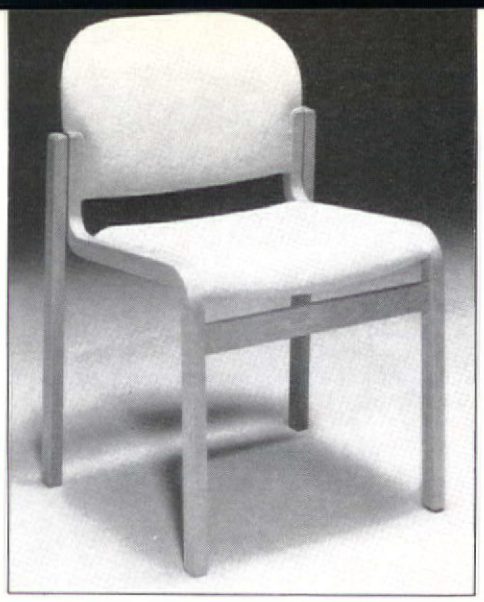


George Boerigter
Structural Concepts

Brock Hesselsweet
Structural Concepts

Barbara O'Brien
Structural Concepts



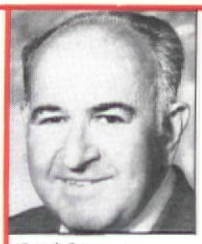


James Steele
Herman Miller

Cado/Royal, Space 9-108/112—Integrated tables and stacking chairs, designed by Reno Wahl Iverson and manufactured by Farstrup Stolefabrik, Denmark, features laminated bentwood. Feather-light stacking arm chair in natural beech is new to collection. **Circle No. 337.**

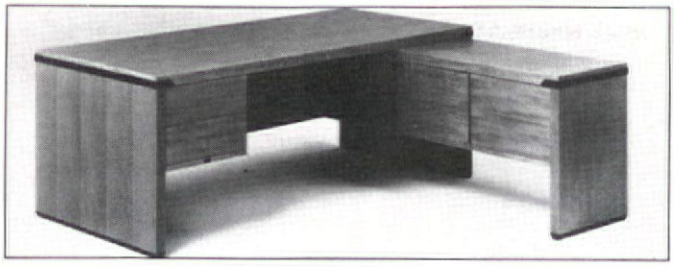
Helikon, Space 962—Executive office furniture of mahogany veneer and solid wood can be coordinated with existing collection. Items offered include desk elements, open and closed shelving, file cabinets, and acessory storage units. **Circle No. 341.**

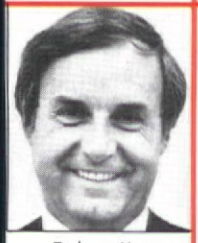
Marden, Space 936—"Tandem" seating system is offered in chair and modular configurations by adding segments. Frame comes in white oak or solid walnut with light or deep stain. Companion tables and choice of upholstery fabrics are available. **Circle No. 478.**



Fred Seeman
Helikon

Jack Manilla
Herman Miller

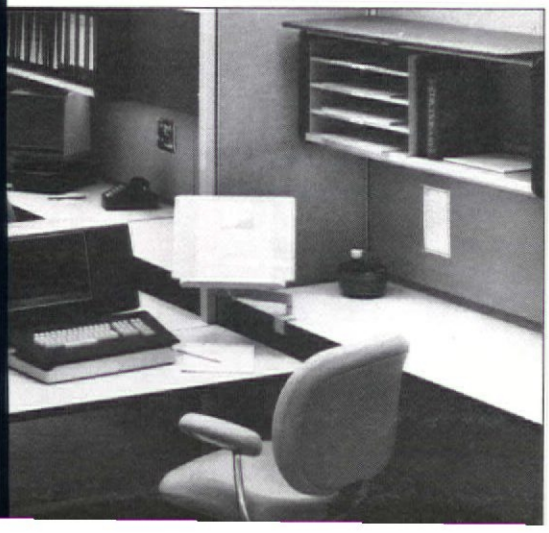




Robert Koeze
Herman Miller

Herman Miller, Space 936—"Tandem" chair, designed by Larry Balonick, is offered in one-, two-, or three-seater styles with complementing tables. Clear white oak or solid walnut frame can be stained in light or dark tones. Various upholstery fabrics are offered. **Circle No. 343.**

Atelier Int'l, Space 9-100—"Cable" office furniture series, designed for executives who transmit information, has no exposed wiring. Items available include desks, machine extensions, and storage units in roman oak, walnut, or ashwood stained ebony. **Circle No. 349.**

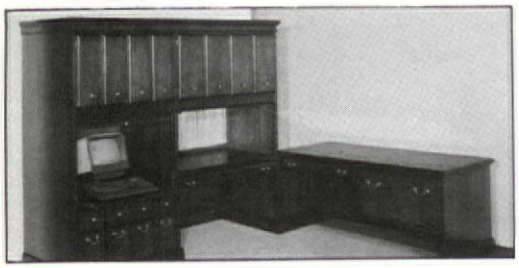


Brickel, Space 953—Ward Bennett's upholstery collection additions include eight textiles and three leathers resourced from various areas of Europe and the U.S. "Unique Cloth" is 100 percent cotton chenille with plain weave construction. Item is offered in 16 colors. **Circle No. 339.**

FLOOR 9

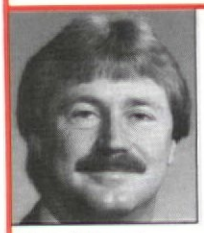
Allen Hunting
Stow/Davis

Joseph Viglione
Stow/Davis



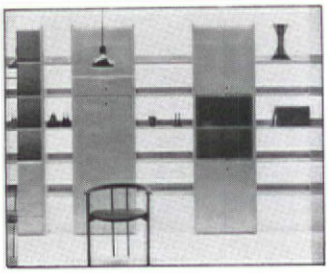
Hesco, Space 968—Traditional Electronic Data Processing Unit, a computer support station from "Traditional Collection" executive office furniture, features tambour lid door and slide-out shelf for terminal. Unit includes electrical wiring access. **Circle No. 422.**

Stow/Davis, Space 909—"Ogg" chair, designed by Richard Ogg, has wood laminate border of white oak or walnut circumscribing edge of seat. Rotationally molded seat features built-in lumbar support. High-back, low-back, and side chair versions are available. **Circle No. 335.**



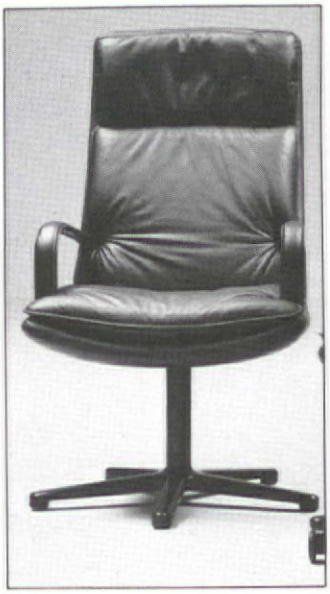
Darryl Bryant
Stow/Davis

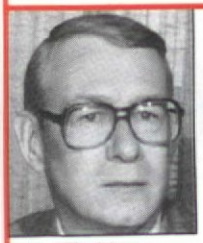
B&B America, Space 950—"Olinto" storage system features cabinets with drawers, shelves, doors, and open-shelf cabinets which may be linked to bookcase panels and shelves. Glossy polyester finish is available in white, black, or red. **Circle No. 351.**



iil, Space 934—"Attaché" series seating is offered in high and low back styles with casters or glides. Polished cast aluminum base is available in several epoxy colors. Foam cushions may be upholstered in company's own leathers and fabrics. **Circle No. 433.**

R.N. Keener
American Seating





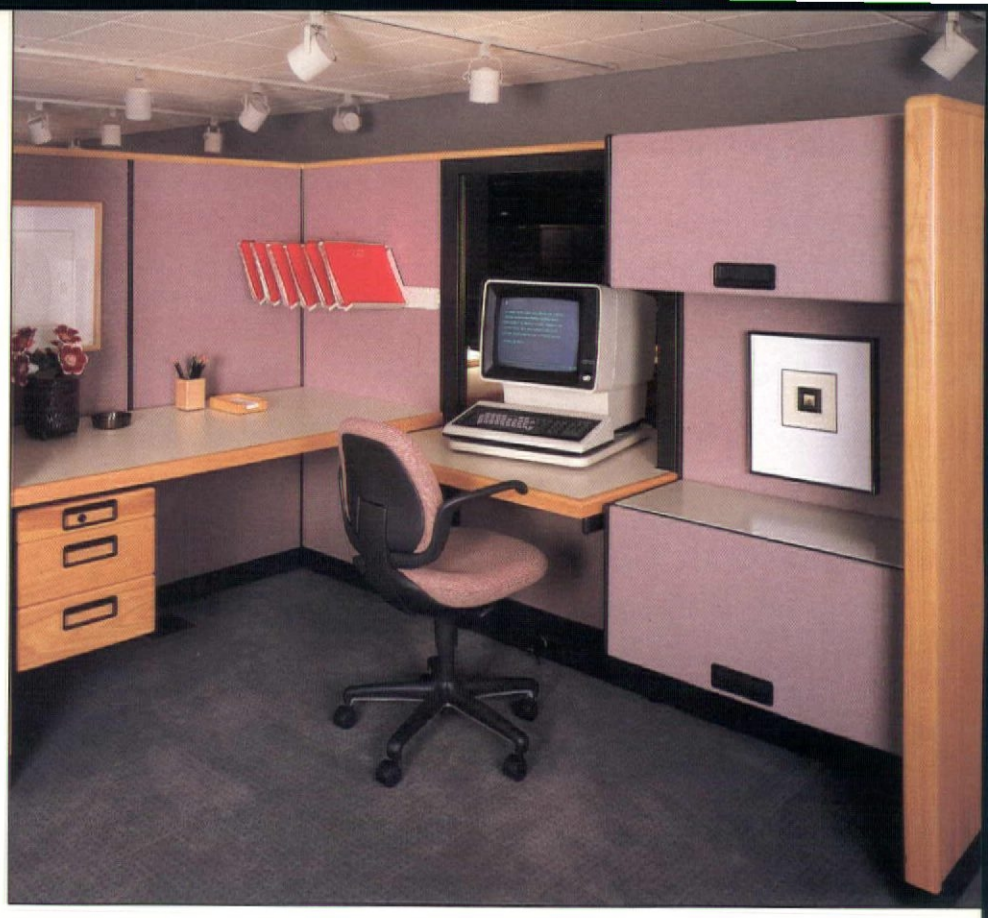
F.S. Sheldon
American Seating

Richard F. Sorensen
Conwed Corp.

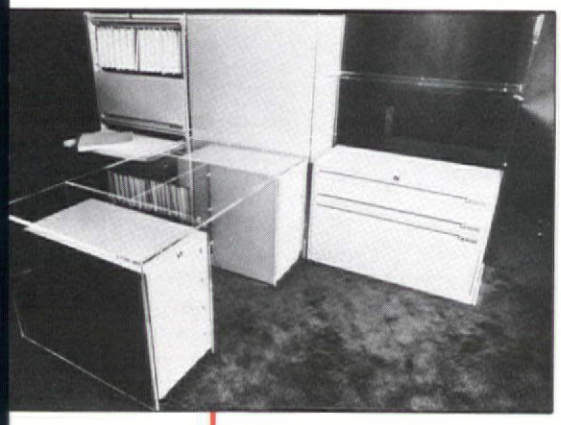
GF Furniture Systems, Space 916—Keyboard drawer has five stopping positions and a self-contained wrist rest. Product locks for security and may be affixed to nearly any desk or worksurface. **Circle No. 347.**

F. Stuart Baker
Conwed Corp.

Rudd, Space 9-113—"Cyborg" office system expands with executive (shown), conference, and pull-up chairs. "Omega" anti-static fabric for computer offices is fire-retardant with 20 percent two-stretch offered in 24 colorways will also be displayed. **Circle No. 355.**



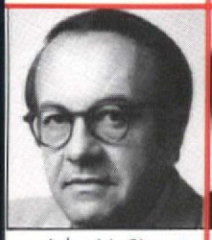
American Seating, Space 964—Featured will be free-standing electronic machine table, Bio table, and Highland Tweed panel and component fabric. Redesigned "Circle" seating product, connecting tables, and armless "Acton" chair are also being introduced. **Circle No. 356.**



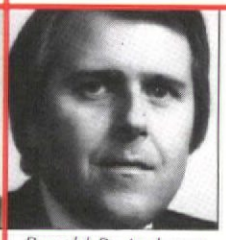
Storwal Int'l, Space 901—"Panel-System-Compatible" filing and storage systems handle traditional paper filing and magnetic media storage **Circle No. 420.**

Cramer, Space 9-102—"Magnum" seating has dynametric adjustment. Seat tilts one degree for each three degrees of back tilt. Back and seat can be locked in any position. Product has polished aluminum or powder epoxy frames. **Circle No. 352.**

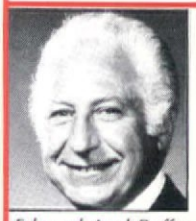
Edward Axel Roffman, Space 958—Collection of wood frame chairs for office, conference, or lounge area use will be displayed. Model 429 (shown) features cherry wood available in a variety of finishes. **Circle No. 346.**



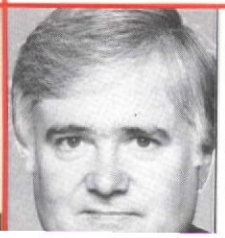
John M. Sinnett
GF Furniture Systems



Ronald R. Anderson
GF Furniture Systems



Edward Axel Roffman
Edward Axel Roffman

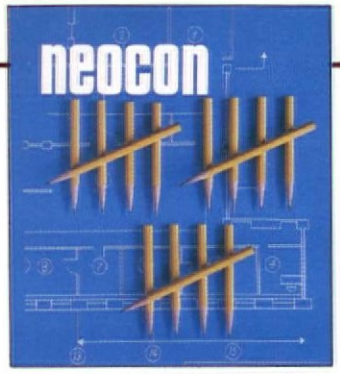


Dick Lyons
Hesco Inds.

Richard Strong (far left)
GF Furniture Systems

Joseph Vitagliano
Edward Axel Roffman

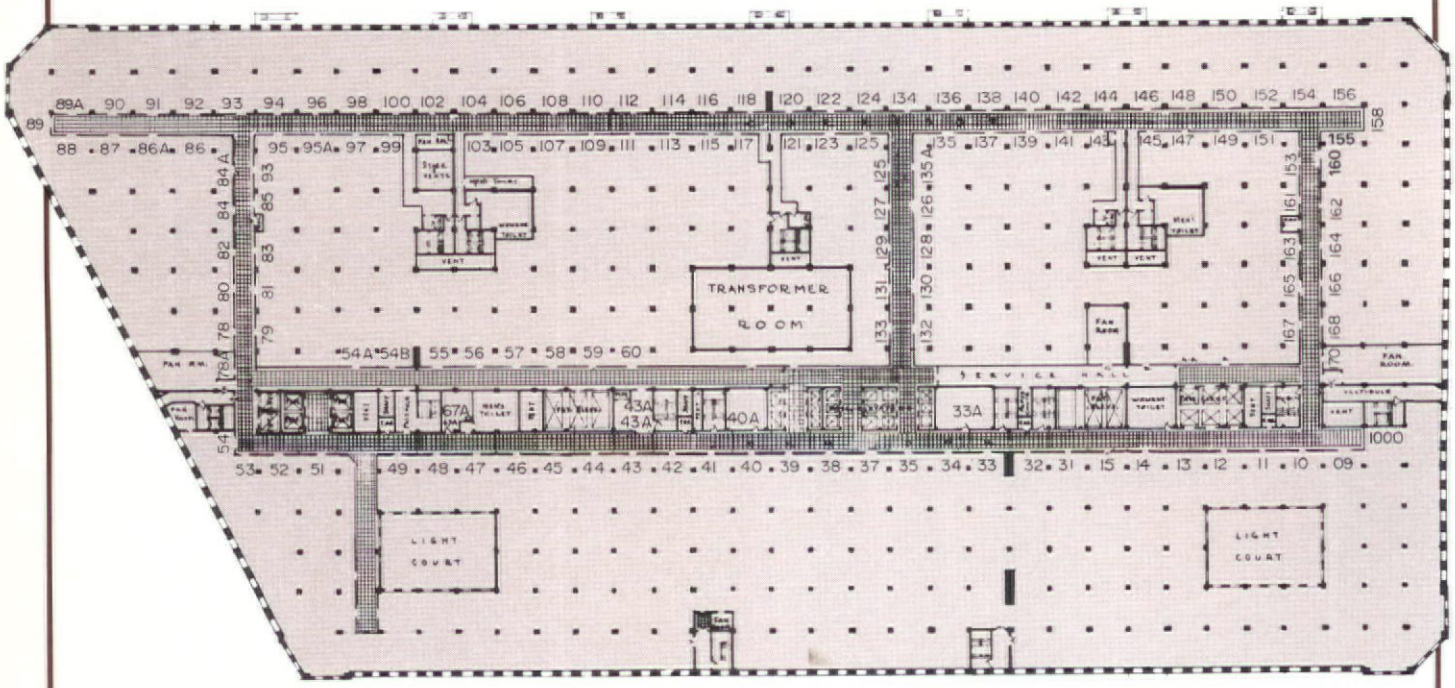
Bridgitte Mitz
Edward Axel Roffman



FLOOR 10

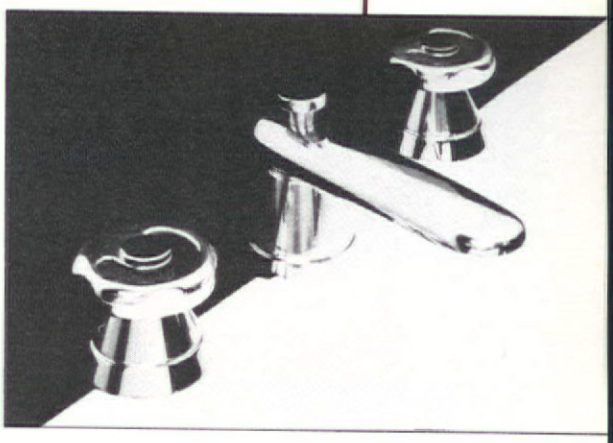
See page 223 for a continuation of floor 10, featuring carpet showrooms.

Detailing Options Available



Artopex ..... 1049C&D
August Inc. 10-168
BPC Inds 1040A
The Boling Co. 1043
Brunfeldt & Assoc. 10-103
Business Accessories 1079
Calmag Inc. & Bright Chair 10-107
Carisle Collection 1058
Caruso, Winer & Assoc. 1060
Comforto 1042
Croydon 1038
Discovery Systems 1035
Egan Visual 1082
Ernst Assoc 1056
Fixtures Furniture 10-160
HAG USA 1052
Hank Loewenstein 1098
Hauserman 1012
Hayes Mfg. Co. 1081
Hickory Business Furniture 1061
Indiana Desk Co. 1045
Innovative Metal 1048
Invincible Metal Furniture 1049B
Kwik-File 1035
Laminates Unlimited 10-102
La-Z-Boy Chair 1050
Meridian 10-167
Metalstand 1039
Metropolitan Furniture 1010
Mueller Furniture 1082
Niedermaier 10-130
Packard Industries 1054A
Panel Concepts 1046
Peter Pepper Products 1054B
Pouliot 1067A
R-Way 10-133
R.L. Witt 1055
Reff Corp. 1000
Rose Mfg. 10-167
Samsonite 1044
Spec'Built 1035
Superior Chaircraft 1045
Steelcase 1032
Tibbet Inc. 10-109
Al Treiber 1049A
Trendway 1049A
Tuohy 1057
R.L. Witt 1067A
Wood Design 1011

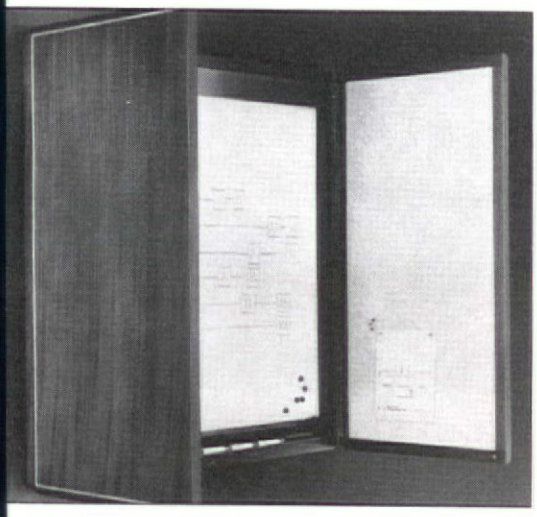
August Inc., Space 10-168—August® Series units offered on plinth base or upholstered to the floor, covered in range of fabrics or COM.
Circle No. 380.



Emeco Industries, Space 1049A—Designed by Richard Ogg, the 33-M nesting chair stacks 33-high and is made with polypropyline seat and back. Frame is composed of steel tubes and rods, available in white, gray, or brown and nickle-chrome plating.
Circle No. 370.

Watercolors, Space 1040A—Line of solid brass faucets and fittings are available in white, navy blue, bright red, dark brown, beige, and black baked enamel finishes. Product comes in polished brass or polished chrome finish.
Circle No. 388.

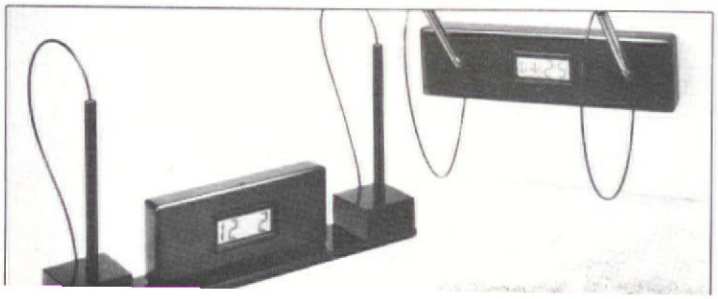
Business Accessories Space 1079—Conference room visual aid is in ribbon striped Honduras mahogany, lacquer finished with brushed solid brass inlay. Range of related products will be featured in new finishes, laminates and sizes. **Circle No. 415.**



Allyn Bank Equipment, Space 1056—Date-Write pen sets are designed for maximum efficiency. Digital Date-Write is a liquid crystal display digital calendar/clock inset into a rugged, 1-in. aluminum base.
Circle No. 394.

Samsonite, Space 1044—Modular design for adaptability and comfort is provided by 3100 Series Information Support System. Desk height units and terminal height units can be combined in a continuous workstation. Support panels and connectors are cantilevered. **Circle No. 414.**

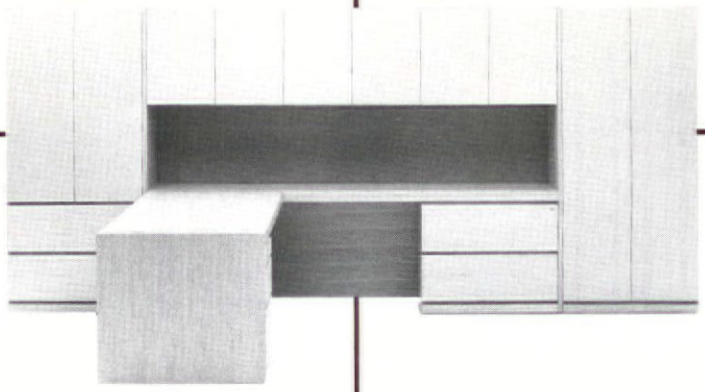
Norman Smith
Samsonite

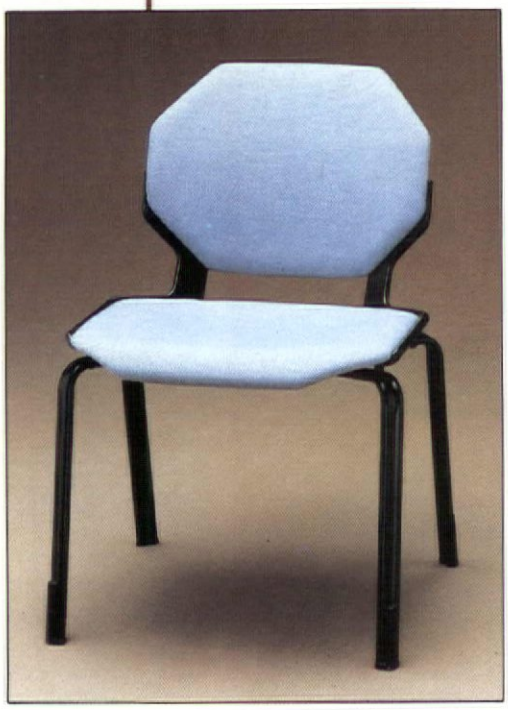


Larry Deitz
Samsonite
(far right)

Wetner Fortsberg

FLOOR 10

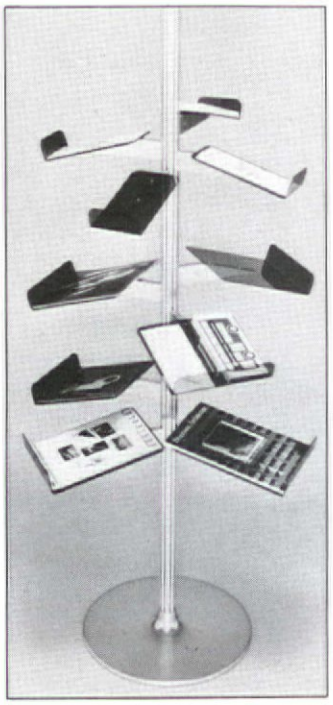




Fixtures Furniture, Space 10-160—Three new product groups include a Flip-Seat™ by David Goodwin, under license from Amstad Systems. Also featured will be two new chair groups from Germany—rio™ and Torno™. **Circle No. 397.**

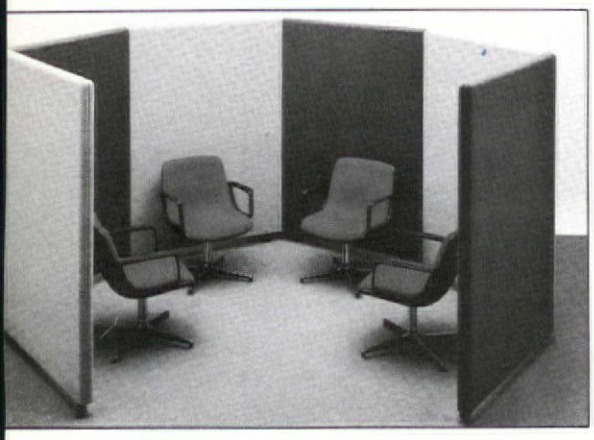
Reff, Space 1000—Introduction of "Office System 6" will preview six integrated product groups in screens, worksurfaces, overhead cabinets, storage cabinets, desks and credenzas. Also features EDP support furniture and full table line. **Circle No. 382.**

Norman Polsky
Fixtures

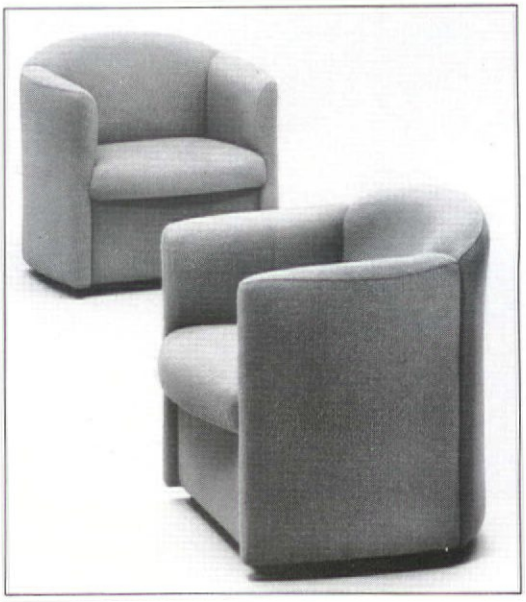


Hayes Co., Space 1081—Sector Lounge Chair, model 303-80, designed by Ray Zimmerman displays single-needle top stitching. Product comes in variety of fabrics, leathers, and COM.
Circle No. 387.

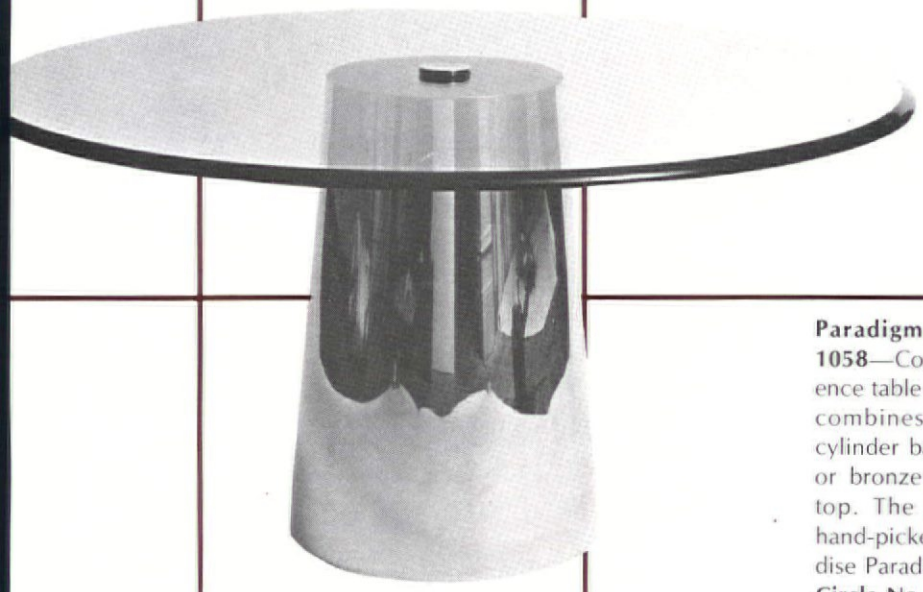
Tibbet, Space 10-109—Mobile Sound Dividers offer space flexibility and esthetics. Mounted on durable casters, product moves easily and nests for storage. **Circle No. 379.**



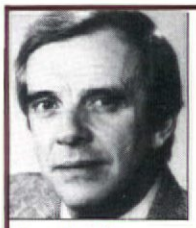
Peter Pepper Products, Space 1054B—Presentation of new products includes a freestanding literature/magazine rack with adjustable shelves.
Circle No. 396.



Mueller, Space 1082—Additions to Integre casegoods line include high credenzas, workstations with run-offs, lateral files, bookcases, lateral file-surrounds, and gallery rail reception desks.
Circle No. 376.



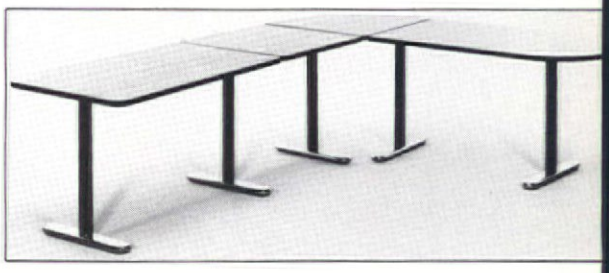
Panel Concepts, Space 1046—Line of computer support furniture and storage components are compatible with the company's family of open-plan office systems. Line features vertical storage for EDP material, printer stand, and computer terminal turntable. **Circle No. 373.**



Ron Wright
Panel Concepts

Paradigm Intl., Space 1058—Cone dining or conference table by Robert DeFuccio combines seamless conical cylinder base of stainless steel or bronze with circular glass top. The product is among hand-picked custom merchandise Paradigm is showing.
Circle No. 395.

Kinetics, Space 1048—The 400-600 series freestanding and modular table system offers unlimited planning and layout solutions through seven components. Offers economical answer to large, continuous surface conference requirements. **Circle No. 371.**



Comforto, Space 1042—System 10 multiple seating system offers self-rising trim, flip-up seat. **Circle No. 383.**

David H. Donnelly
Steelcase Inc.
(far right)

Paul H. Witting
Steelcase Inc.

FLOOR 10

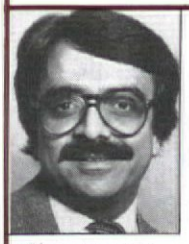
James R. Watson
Business Accessories

Tory Watson
Business Accessories

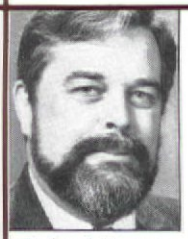
Judith A. Peters
Allied

Artopex, Space 1049C/D—the "Love" chair is a secretarial posture chair that offers full adjustment of seat and back positions. Available in wide selection of fabrics and colors in three models.
Circle No. 375.

Spec'Built, Space 1035—Workstation of solid oak, oak veneer and fabric offers acoustical control. All components are de-mountable and interchangeable.
Circle No. 372.



Chico Batavia
Allied

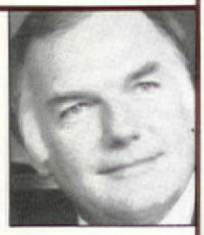


Richard Morgan
Spec'Built

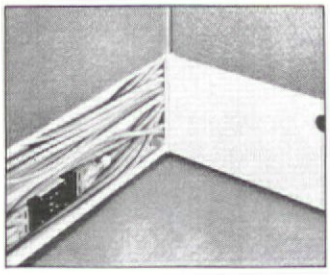
Oggo Corp., Space 1098—Ventura side chair offers solid beech-wood frame available in natural, in fruitwood, walnut, or various aniline stains. Seat and back with inset upholstery cover fire retardant foam.
Circle No. 385.

Packard Industries Inc., Space 1054A—Transpower II is optional panel power base design. Product offers capacity for various cable combinations and is finished in matte enamel. **Circle No. 374.**

La-Z-Boy, Space 1050—Swivel-tile office chairs offer sculptured oak arms, and comes with matching pull-up chair, executive secretarial and executive reclining chair with leg-rest. **Circle No. 398.**



Jan Jacobsen
Panel Concepts

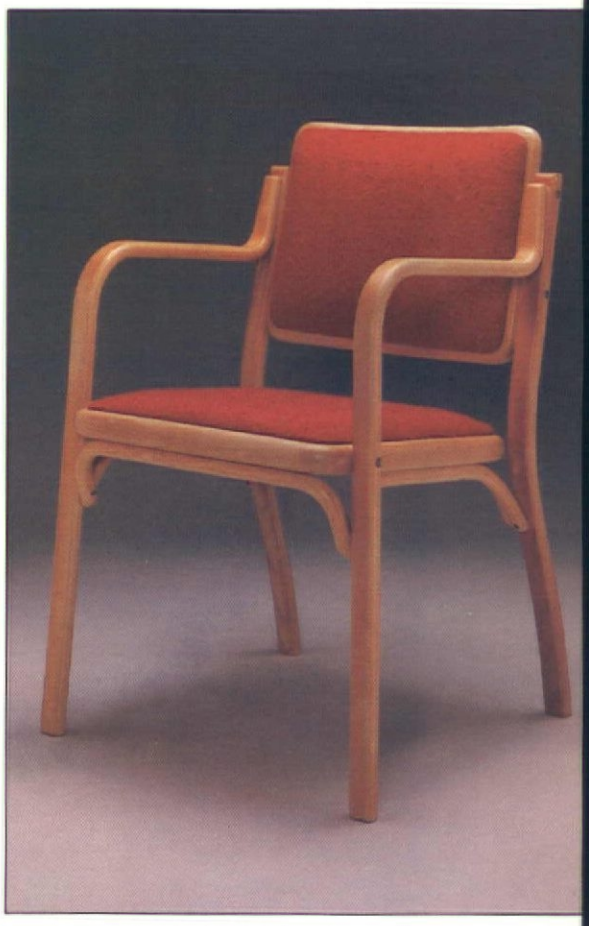


Patrick H. Norton
La-Z-Boy Chair

HAG USA, Space 1052—Casters have been added to the Balans chair in new "Balans Mobil" design that features floating seat and knee cushion, plus seat height and depth adjustment. **Circle No. 381.**

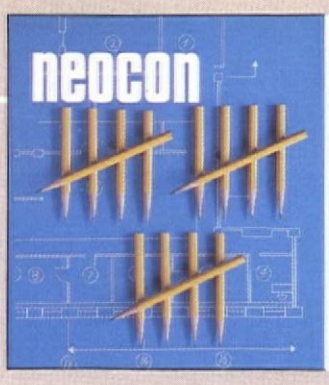
International Furniture Systems Ltd., Space 1056—Available through IFS/Ernst is European chair collection, tables, wall systems, open office systems, and desks. Spiegels chairs (shown) will be on display. **Circle No. 390.**

R-Way, Space 10-133—Bentwood armchair series is offered as stacking and non-stacking version in upholstery with box seats, slip seats, and upholstered side arm panels. Available in curved arm or slanting arm variation. **Circle No. 389.**



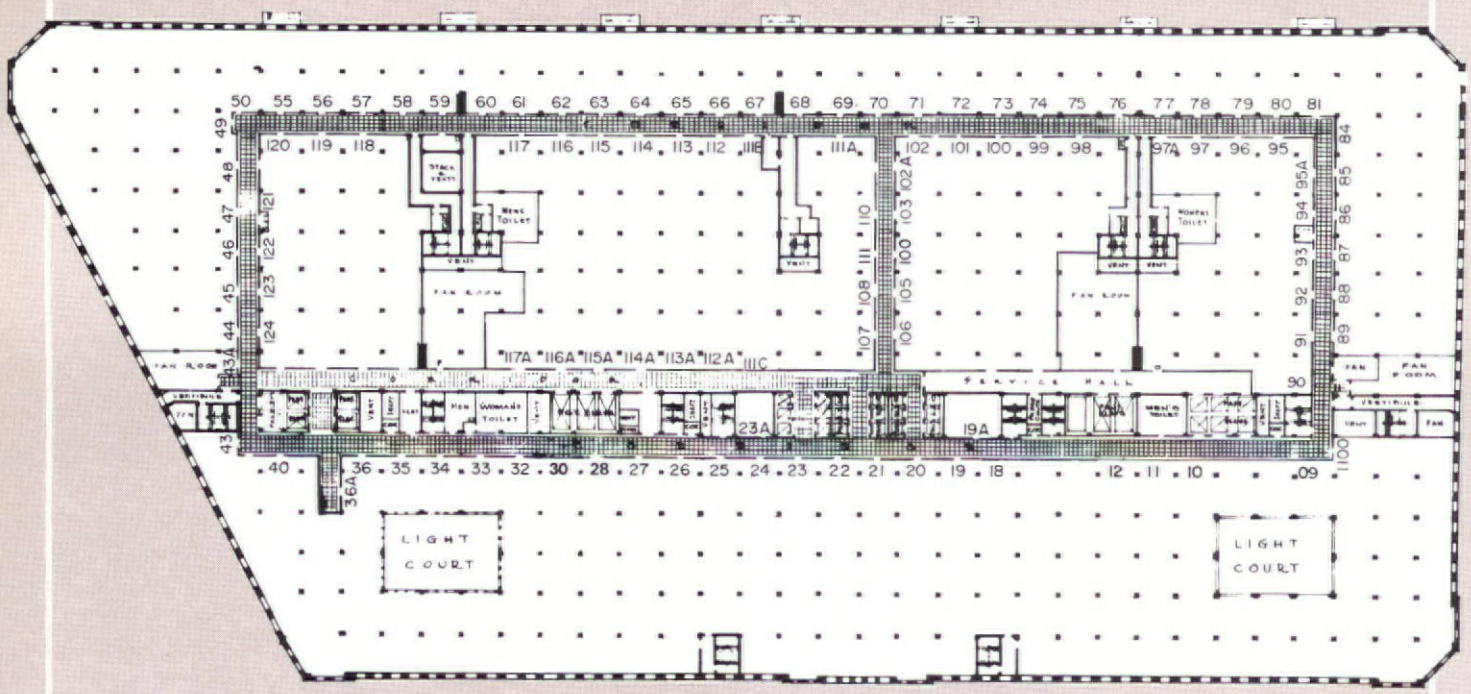
Loewenstein, Space 1098—Estelle armchair has laminated bent ply-beechwood frame. Bentwood back and seat has inset upholstery over fire retardant foam. **Circle No. 378.**

Hank Loewenstein
Loewenstein

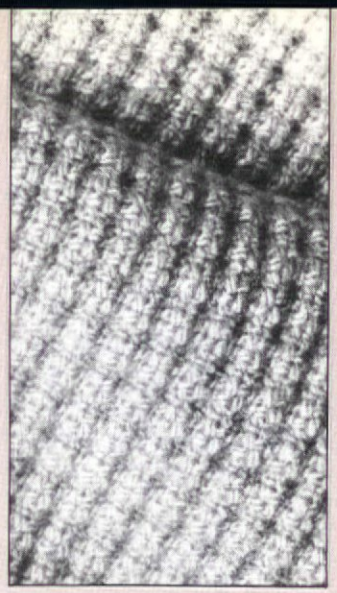


FLOOR 11

Market Seating Shows Ingenuity



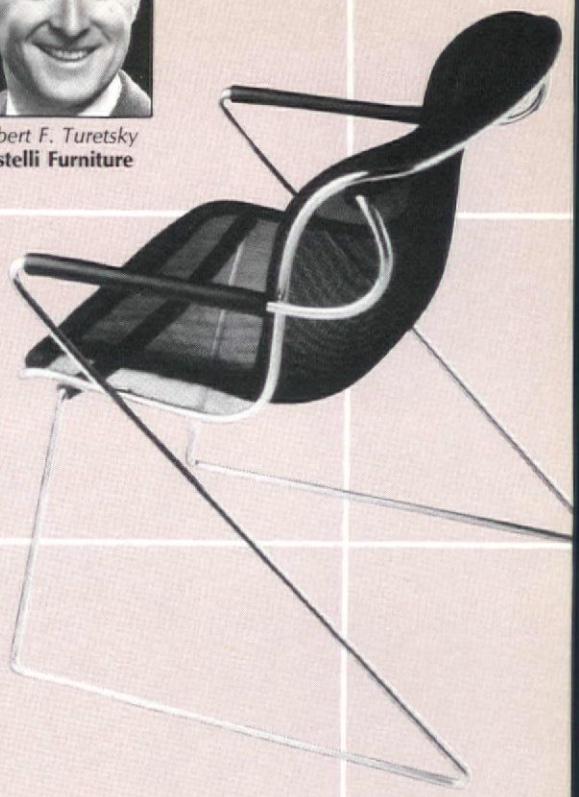
Adden Furniture 11-112A
All-Steel 1177
Alma Desk 1140
American of Martinsville (contract div.) 1132
Beylerian 1198
Buckstaff Co. 1119
Carolina Seating 11-124
L.E. Carpenter 1189
Castelli 1150
Chairmasters 11-122
Charlotte Chair 1149
Chromcraft/Monarch 1146
Thayer Coggin 1173
Corry Jamestown 1126
Davis 11-116A
Design Tex 1175
Domore Corp. 1194
Empire State Chair Co. 1149
Esselte Pendaflex Corp. 1191
Eurotex 11-121
Factory Agencies 11-122
Falcon Products 1192
Gunlocke 11-114
Harter 1129
Hiebert 1120
Homestead Fabrics 11-111A
Howe Furniture 1158
Interroyal 1123
JG Furniture Systems 11-118
George W. Jigamian 1123A
Knoll International 1111
Krueger 1184
Lazarus Fabrics 11-115A
Harry Lunstead Designs 1167
Madison Furniture Inds. 1166
Myrtle Desk 1162
Nemschoff 1193
R-Way 1100
Risom/Marble Corp. 11-112
Ben Rose 11-123
Shelby Williams 11-111
Steelcase 1118
Thomasville Contract Furnishings 1135
Thonet 11-100
VectaContract 1168
Vicrtex 1189
Wool Bureau, The 11-113A

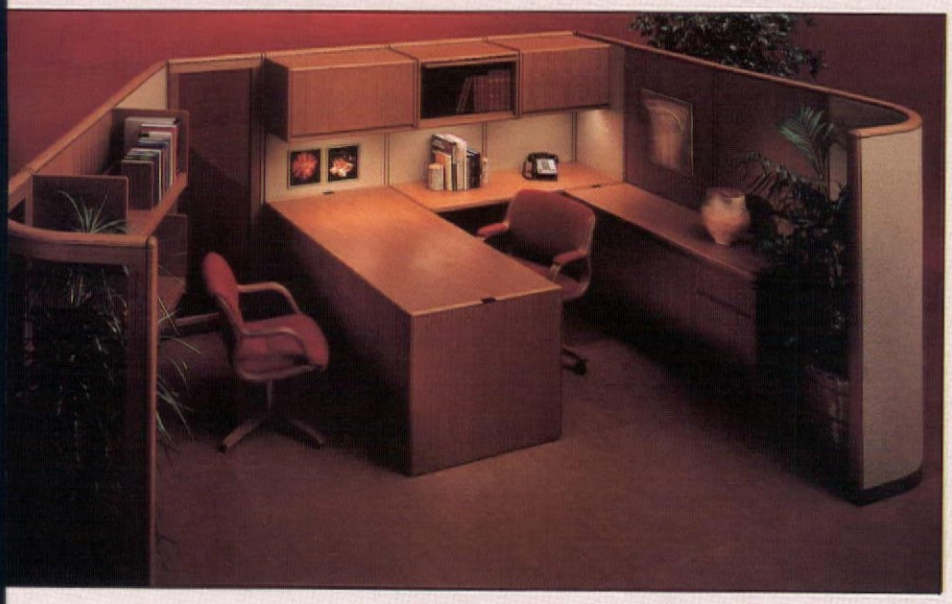


Robert Scalia
Castelli Furniture

Robert F. Turetsky
Castelli Furniture

DesignTex, Space 1175—Wool Domus Collection is styled for contract application. Subtle texture formed by nubby yarns provides an unusual knitted effect, designed by Hazel Siegel.
Circle No. 278.



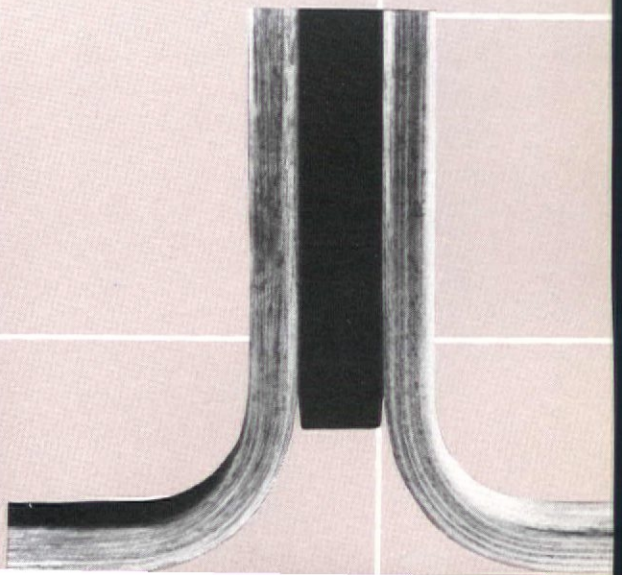


Castelli, Space 1150—Charles Pollock designed "Penelope," a slim-steel-wire net chair, for the firm. Lightweight unit is constructed of one 18-ft.-long piece of tempered steel with chromium plate finish.
Circle No. 288.

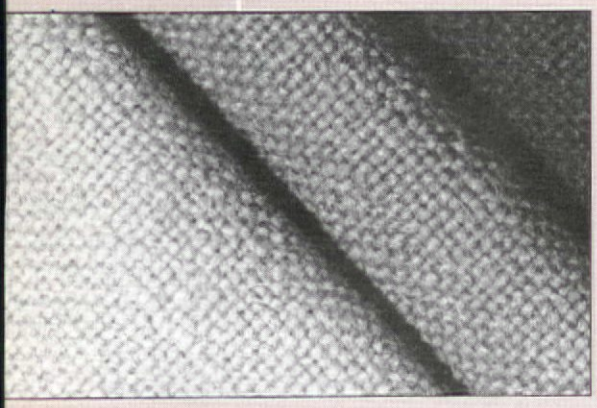
Davis, Space 11-116A—Varied product selection will debut at NEOCON. Modular system Woodtech 4000™ is designed to meet needs of electronic offices. Additional chair lines and international licensed collections are to be shown.
Circle No. 284.

Steelcase, Space 1118/1032—New wood office system offers full electronic support and panels with two- or three-circuit wiring. Panels come in four heights and three of four types come with tackable or non-tackable acoustic fabric/wood veneer.
Circle No. 386.

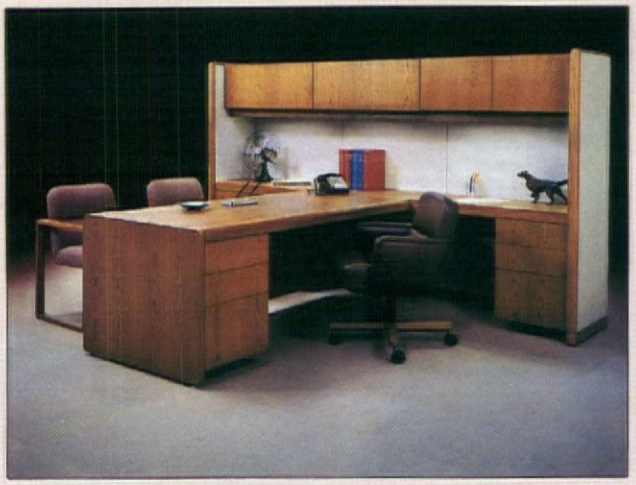
Howe Furniture Corporation, Space 1158—Table line is called The Cherner Group, named appropriately for designer Norman Cherner. Tables come in fixed, folding, or flip-top versions for maximum adaptability. Edge choices are offered for oak veneer and natural oak or almond Formica®. **Circle No. 291.**



FLOOR 11



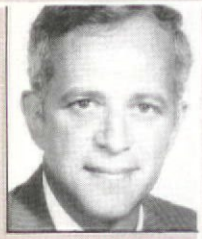
Homestead Fabrics Inc., Space 11-111A—PanelFlannel™ textile covers panels for offices in 70 percent wool/30 percent polyester weave.
Circle No. 359.



Hiebert Inc., Space 1120—Wing desk with radius edge and 1¼ in.-thick end panel is standard in executive station. System has flipper door storage with concealed ambient and task lighting, removable bases for wiring, and wood- or fabric-covered panels.
Circle No. 282.

Jay Timmons
Hiebert Inc.

Lee Allen
Hiebert Inc.



James Riddering
Thonet

Thonet, Space 11-110—Robert DeFuccio's newest side chair is steambent solid elm with upholstered or cane seat. Back riser is constructed of solid elm sections for a butcher block appearance. Chairs by John Yellen and Warren Snodgrass will also be displayed. **Circle No. 286.**

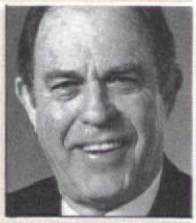
Knoll, Space 1111—This firm's textile division brings Trianon Carpet Modules to market in a fully coordinated program. Accommodating changes in the electronic office is Rolling Printer Stand designed by Bill Stephens as part of the Office Automation Resources Group. Unit fits into closet to control acoustics.
Circle No. 289.

Myrtle Desk, Space 1162—Contemporary series of office seating is sculpted of solid oak or walnut. "880" series includes swivels and armchairs in open or fully upholstered backs, arms, and a choice of standard leg or sled base.
Circle No. 276.

Phyllis McCullough
Thonet

Donald R. Miller
Thonet

Joan M. Burgasser
Thonet



William H. Sullivan
VectaContract

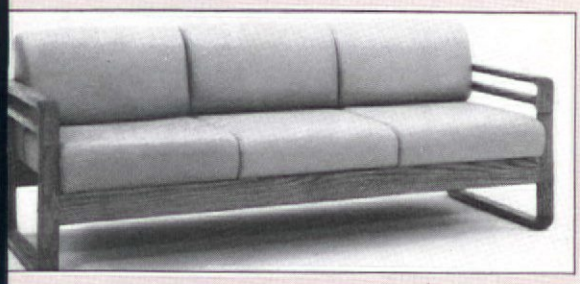
James C. Welch
VectaContract

VectaContract, Space 1168—Fabrics and finishes are among NEOCON intros. Two fabric lines, the "Rafsystem" modular upholstered lounge seating group, plus new chairs will be exhibited. The FS Series seating is pictured. **Circle No. 277.**

The Gunlocke Company, Space 11-114—Techtonic Chair, Utopian Collection, and New Yorker will be exhibited as the firm expands its contract selection. Utopian Collection is designed by Wendell Castle. **Circle No. 274.**

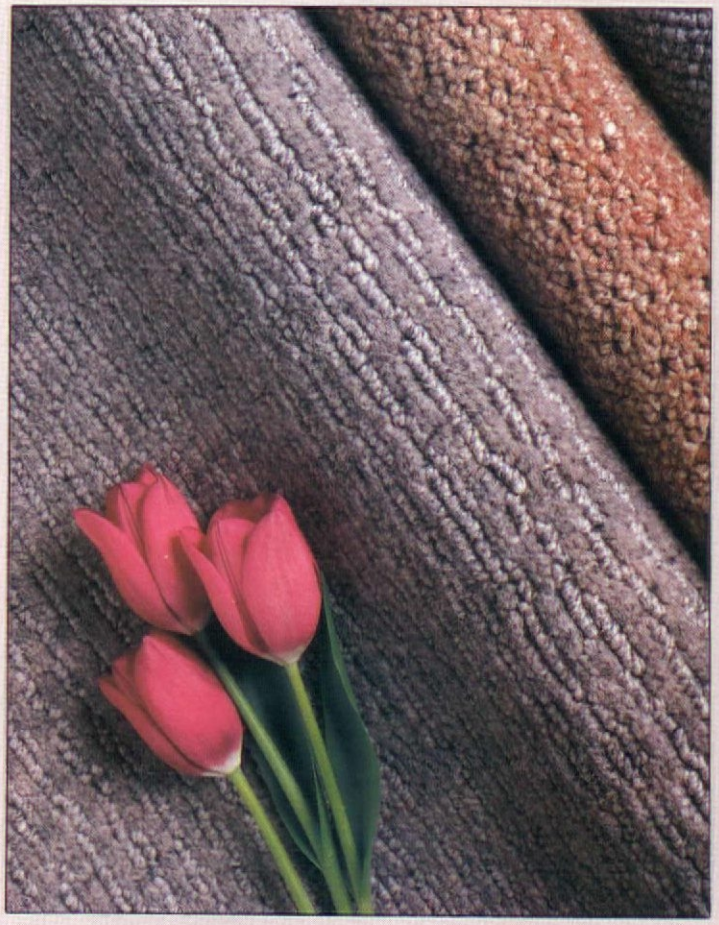
Kenneth M. Book
Gunlocke

Don C. Keith
Gunlocke



Lawrence S. Boyan
Madison Furniture

Madison Furniture Industries, Space 1166—Oak sculptured lounge group is a design of Umanoff-Huin Associates. Radius edges and upholstered seat contours add softness to the design. **Circle No. 293.**



Eurotex, Space 11-121—Tret Classic, Tret Decor, and Tret Royal join product ranks of the 100 percent Berberwool Woven Wilton Collection. **Circle No. 357.**

T.R. Combs
Harter Corporation

E.C. Harter
Harter Corporation

John Dampeer
Harter Corporation

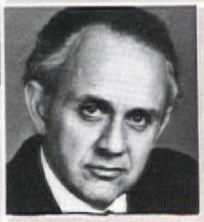
Vicrtex/L.E. Carpenter, Space 1189—Vinyl-coated fabric wallcovering has flamestitch texture for unusual depth. Available in 21 colorways, products may be custom-colored as well. **Circle No. 358.**

FLOOR 11

Beylerian, Space 1198—Flex chair program is completed by office and armchairs. Contour of steel tubing or bentwood is accented by nylon shell. Components and finished product are designs of Gerd Lang. Variations are available.
Circle No. 280.

Manfred Steinfeld
Shelby Williams

Kurt Keller
Shelby Williams



George Beylerian
Beylerian

Empire State Chair Company, Space 1149—Bentwood arm chair is constructed of durable beech wood. Back, arm, and front leg configuration is one continuous piece. Wood finish and upholstery are available to custom specification.
Circle No. 275.

Alma Desk, Space 1140—Leather tops are the latest variation on the Devonshire Collection. Hand-tooled tops are available in several colors. Desk and credenza feature matched walnut veneers, and English antique drawer pulls. Matching chairs are offered.
Circle No. 281.

Thomas M. Trybus
All-Steel Inc.

Harry Lunstead Designs Inc., Space 1167—High-gloss polyester open plan and casegoods line called Series Seven premiers at NEOCON. Seven-coat finishing process is offered. **Circle No. 413.**

Sal B. Aleide
All-Steel Inc.

Chairmasters, Space 11-122—Art Deco style armchair is constructed of solid maple. COM or standard upholsteries are offered, as well as custom finishes. Chair is geared to contract usage.
Circle No. 295.

All-Steel, Space 1117—Panel and seating fabrics are a design of Nora Yocke. Patterned chair upholsteries coordinate with silk blend panel fabrics. **Circle No. 297.**

The Wool Bureau, Space 11-112A—Vignettes featuring furniture and carpet in wool are highlighted in the Bureau's NEOCON brochure (not shown). Seminar topics at the showroom space include life-cycle costing and carpet specification. **Circle No. 292.**

Corry Jamestown, Space 1126—Robert Whalen designed the 3600 chair for multi-functional office seating. Unit has polyurethane-molded base, arms, and back.
Circle No. 283.

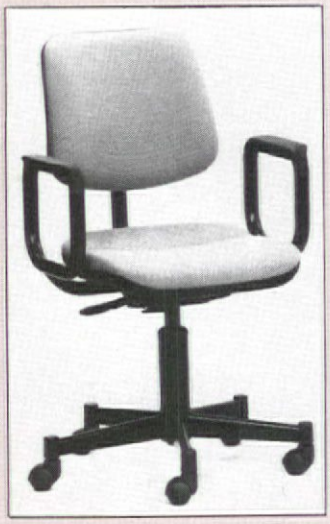
Thomasville Contract, Space 1135—Recent seating program additions highlight NEOCON selections. Chair styles range from contemporary cane back design to carved Oriental frames (not shown). **Circle No. 296.**

Domore Corp., Space 1194—Genuine oak adds warmth to GZ seating series offered in operational, managerial, and conference models. Carpet casters are fully hooded. Posture control models synchronize tilt (not shown). **Circle No. 273.**

FLOOR 11

JG Furniture, Space 11-118—Manually Adjustable Terminal Table (MATT) allows terminal sharing. Casters lock for stability. **Circle No. 361.**

Harter Corporation, Space 1129—Latest additions to the HarterMartinStoll Collection will be shown. Chair models number 12, four of which have "active pelvic support" for less back pressure. Units are designed and engineered in Europe and manufactured in the U.S. **Circle No. 287.**

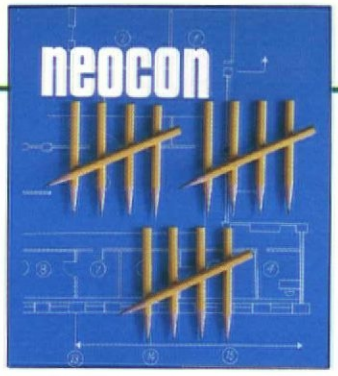


Shelby Williams Industries, Space 11-1111—Teleconference seating system specially designed for satellite-beamed business meetings between cities offers contoured foam backs and folding foam seats. Another feature is folding writing desk tablets. **Circle No. 285.**

Nemschoff, Space 1193—Flip-Loc permits easy removal/replacement of chair cushions. A range of single and multiple seating designs will be shown. **Circle No. 360.**

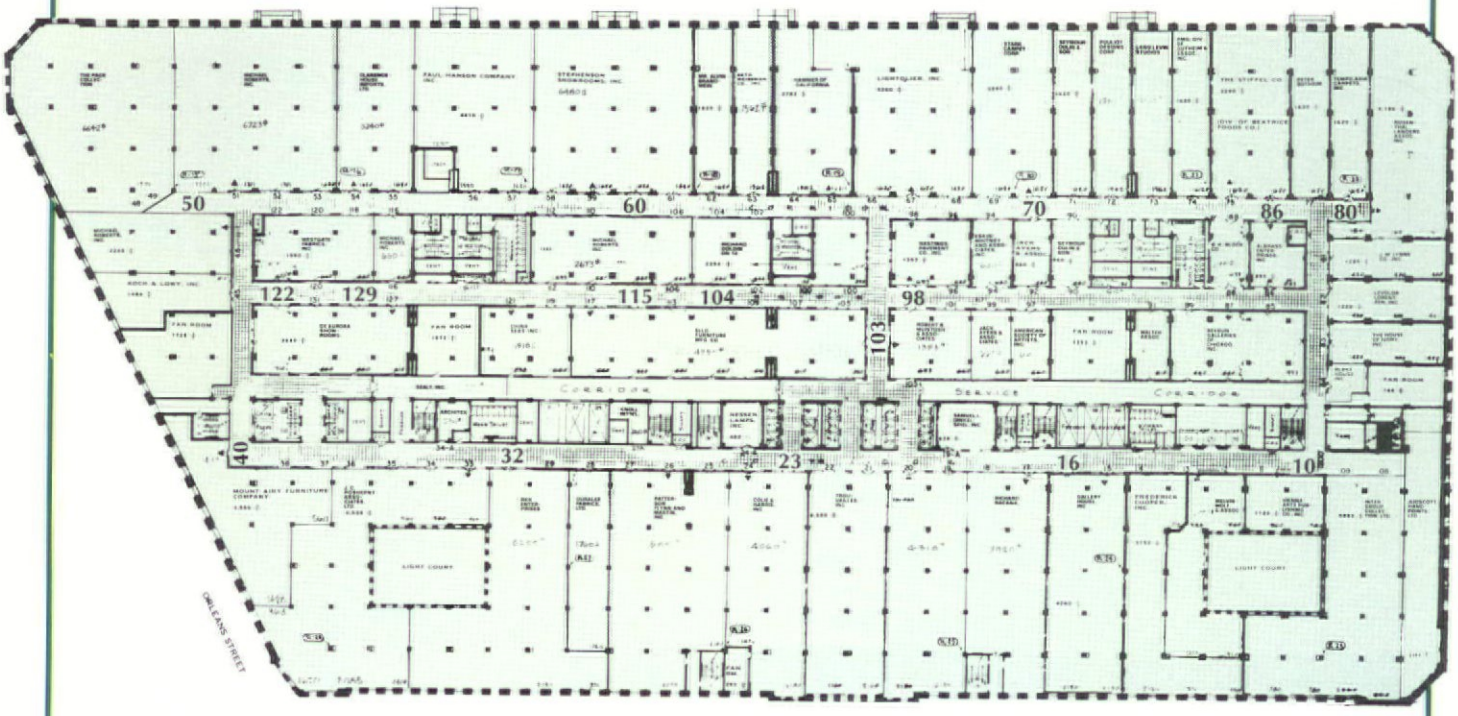
Adden Furniture Inc., Space 11-112A—Two-Position chair has forward and reclining positions to adapt to numerous uses. Unit is constructed of solid oak with webbed cushion seat and a compound curve molded plywood back providing lower back support. **Circle No. 279.**

Falcon Products Inc., Space 1191/92—A new showroom and a new chair are part of the product expansion program for the firm. Parallel chair shown is offered with matching items. **Circle No. 290.**



FLOOR 12

Low Maintenance Is Key



Architex 1234A
*Jack Ayers & Assoc. 1292
*Beegun's Wallpaper Galleries 1285
*Bernard K. Block 1288-1
Boyd Lighting 1226
*Al Brandwein & Assoc. 1263
*Chaircraft 12-103
*Clarence House 1254
*Colie & Harris 1224
*De Aurora Showrooms 12-131
*Seymour Dulin & Son 1271, 1290
*Duralee Fabrics 1228
*Ello Furniture Mfg. 12-105
*Gallery House 1215
*Hammer of Calif. 1264
Paul Hanson Co. Inc. 1256
*Hastings Tile & Il Bagno Collection 1296/8
*House of Ivory 1283
*Judscott Handprints 1200
Keller Collection 1230
Koch & Lowy 1245
Kron, Intergroup Showroom 1209
*Lang Levin Studios 1273
*Levolor Lorentzen 1282
Lightolier 1266
J.M. Lynne 1281
*Mario Inds 1288-2
*Nessen Lamps 1224A
Pace Collection 1248
*Patterson, Flynn & Martin 1226
*J.C. Poshepny Assoc. 1234
Pouliot Designs 1272
*Richard Racana, Jr. & Assoc. 1218
*Rozmallin 1253
Smith & Watson 1226
*Stark Carpet 1270
*Tri-Par Inc. 1220
*Trouvailles 1221
*Walter Assoc. 1291
*Westgate Fabrics 12-120
*Melvin Wolf & Assoc. (The Brass Collection) 1212

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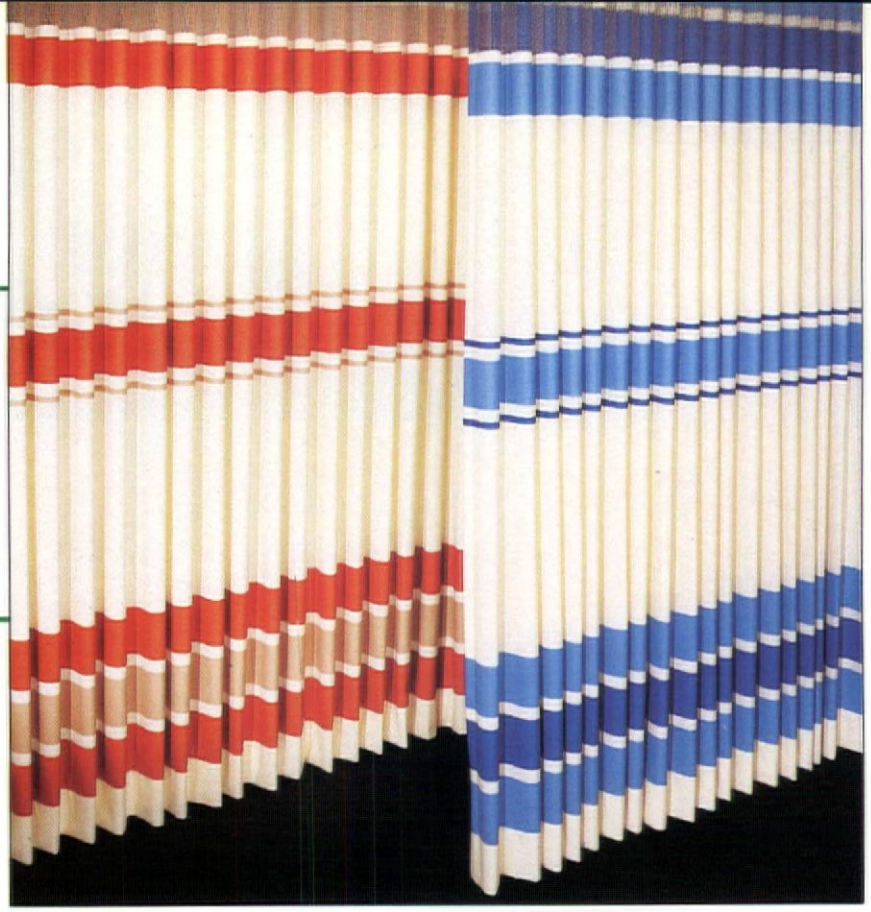
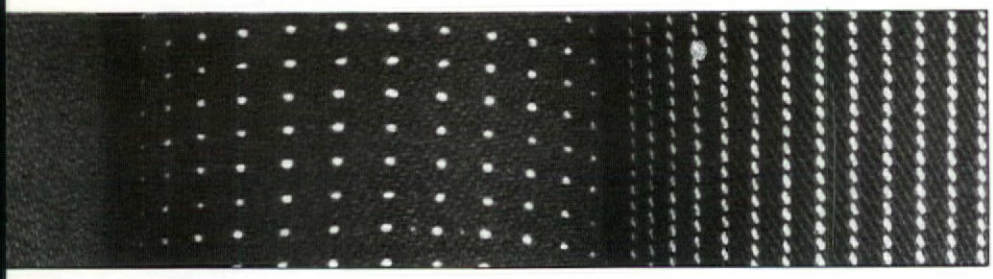
FLOOR 12



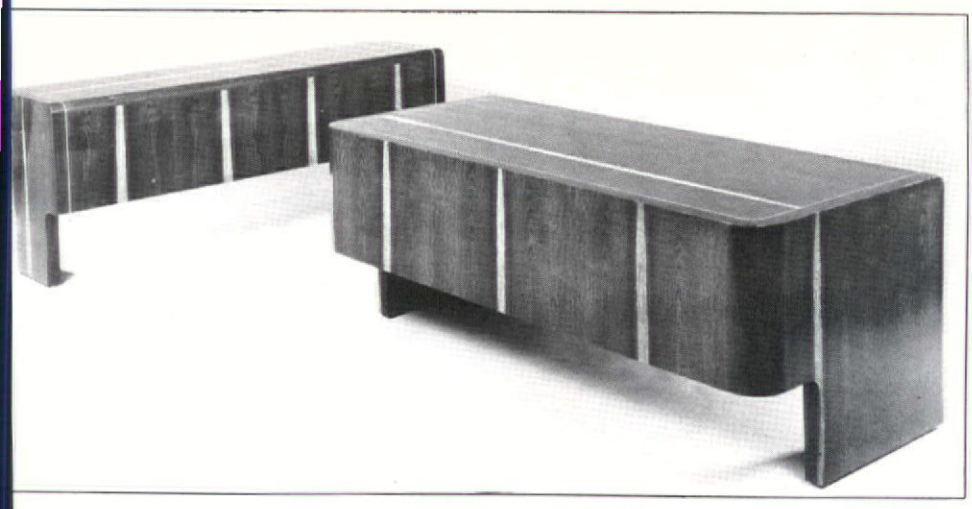
Kisabeth, Space 1284—Mirage I chair is part of John S. Collection. It is one element in a lounge grouping, available COM in fabric and leathers. Wood is solid oak, walnut, or comes in satin black lacquer. **Circle No. 479.**

Lazarus Fabrics, Space 1225—Komplete Kube stripe cubicle fabric offers seamless construction in colored yarn knitted to form a strip in body and mesh header. Comes in fire retardant polyester in Vanilla/Sky and Vanilla/Rust combinations. **Circle No. 405.**

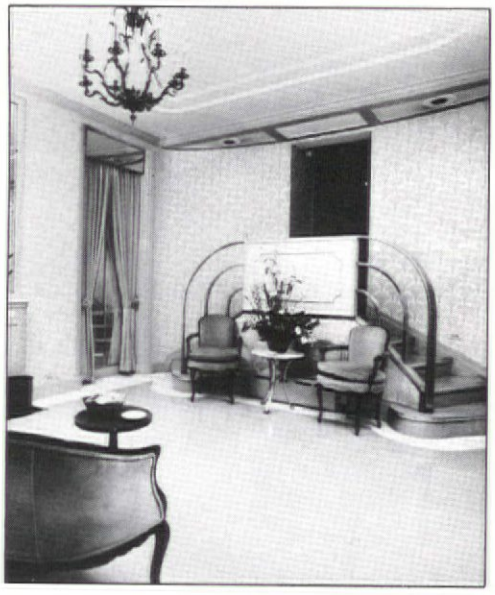


Architex International, Space 1234A—New York, New York collection includes 5th Avenue, Madison Avenue, and Park Avenue in a color coordinated group of 48 companion dots, stripes, and plain constructions. Fabrics are tightly worsted flannels. **Circle No. 400.**

***Chaircraft Inc., Space 12-103**—Tub Chair comes from contract division of Chaircraft and features cane on the back and sides with upholstered seat. Variety of finishes includes wood and painted finish. **Circle No. 403.**



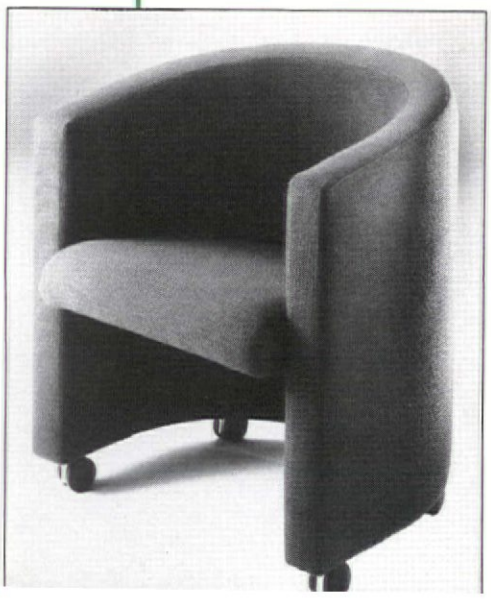
***Vladimir Kagan Designs, Space 1253**—Radius credenza and radius desk are of East Indian laurel with high polyester finish. Available at Rozmallin showroom. **Circle No. 401.**



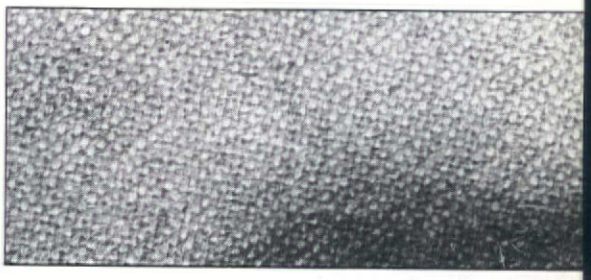
***Judscott Handprints Ltd., Space 1200**—Eloquence fabric and wallpaper meets the class A fire code. Shown here in Waldorf Astoria Hotel, New York. **Circle No. 411.**

***Nessen, Space 1224A**—Height adjustment feature is incorporated into swing arm floor lamp that adjusts from 42- to 53-in. height. Model is part of new energy efficient fluorescent series.
Circle No. 407.

Tulip Inc., Space 1209—Shown at Intergroup is contract seating that measures 32-in. high with 18-in. seat height. Comes in assortment of fabrics or COM.
Circle No. 408.

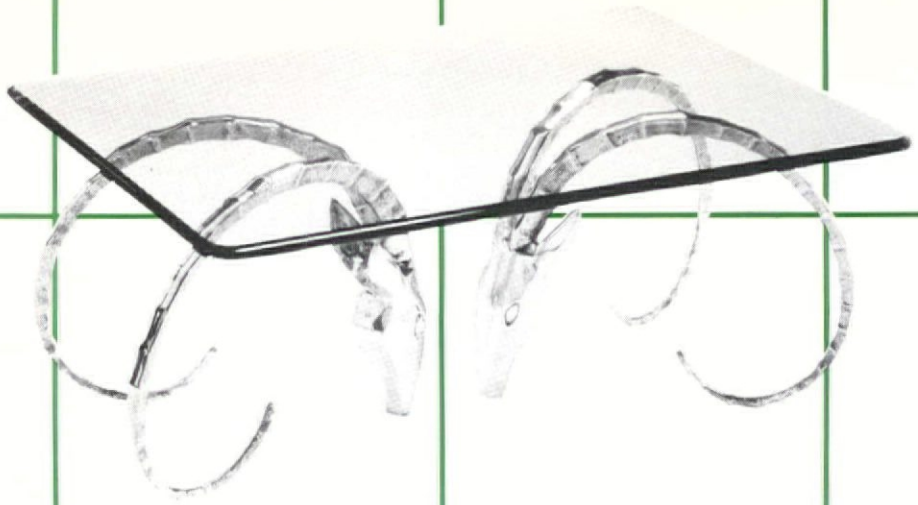


***House of Ivory, Space 1283**—Chinese flask-shape vase is in peach background with multi-colored dragons. Vase stands 31-in. high.
Circle No. 402.



***Designfriends Ltd, Space 1226**—New group of upholstery fabrics includes Irish wools available in 11 shades of flat woven, reversible wool tweeds. "Earth Treasures" line is available in 11 colors.
Circle No. 410.

FLOOR 12

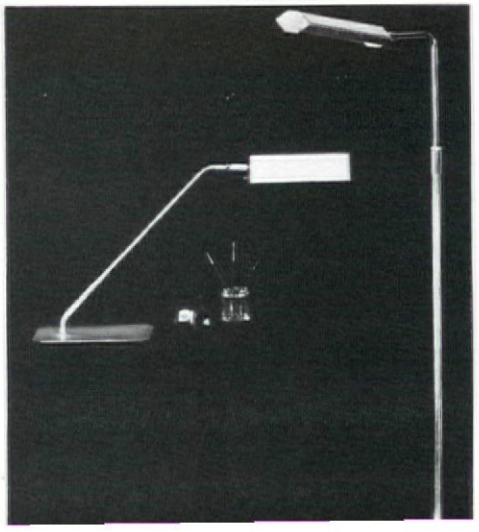


***Melvin Wolf Assoc., Space 1212**—Ram end table from The Brass Collection features sculptural solid brass casting. Product is one of several animal subjects available. **Circle No. 409.**

Pouliot Designs, Space 1272—Lifelike trees, plants, and botanicals can be used in settings with live plantings. Products are ideal for low-light areas and are maintenance free. **Circle No. 412.**

Leathercraft/Contract, Space 1224—Leather or a complete line of fabrics and vinyls cover this new contemporary sofa. Hardwood frame and eight-way hand-tied coil spring construction are used. **Circle No. 406.**

Koch & Lowy Inc., Space 1225—"Facets" solid brass series is introduced to accommodate energy efficient PL9W fluorescent bulb. Available in floor and table lamp as well as wall fixture. **Circle No. 404.**



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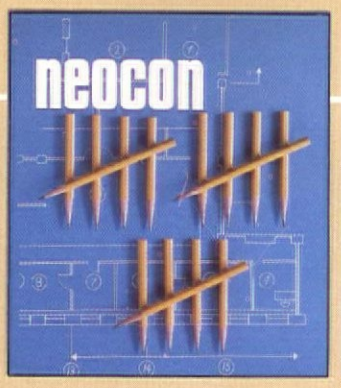
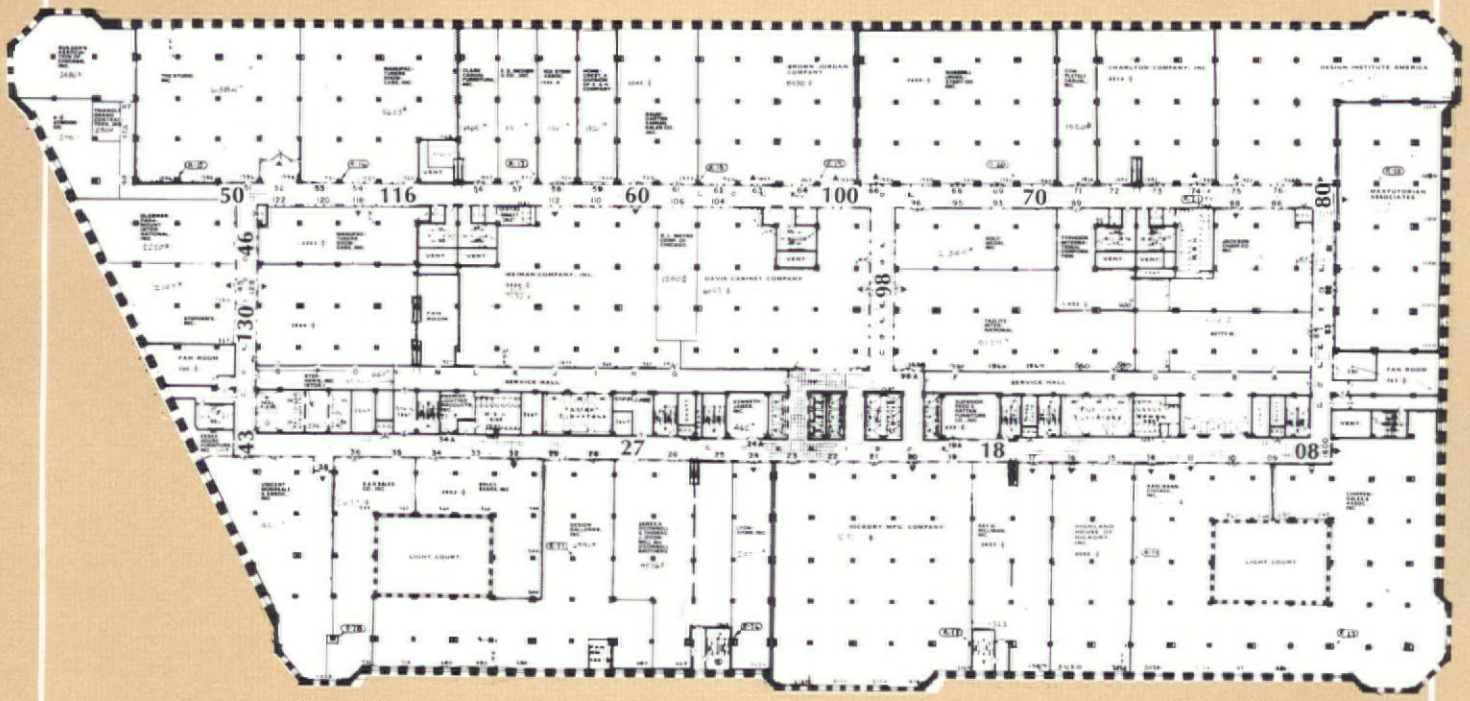


FLOOR 16

Seating Options Expand



*Aluminaire 1671
Betty M. 1684
Brown Jordan 1664
Calif-Asia, div. Brown Jordan 1663
*Chippendales & Assoc. 1600
Clark Casual Furniture 1656
*Crane Wallcoverings 1632
*Design Galleries 1628
*Design Institute of America 1677
*Design Source 1626
Otto Gerdau 16-116
Glabman Paramount Furniture 1646
Gold Medal 1696
HLF 1626
*Hemisphere Ltd. 1661
*Hickory Mfg. 1620
*Highland House of Hickory 1616
Homecrest Inds. 1659
*Lyon-Shaw 1624
Cy Mann 1600
*Karl Mann Chicago 1611
*Manor House 1635
*Ray W. Miliman 1617
*Vincent Morreale & Assoc. 1638
*Premiere Products 1634A
Saxony Carpet 1600
*Stephen's Inc. 1645
*Studio Inc, The 1650
Superior Reed & Rattan 1617A
*Taslitz Intl. 1698
Terra 1626
*Typhoon Intl. 1689
*B.L. Wayne 16-106
*Weiman Co., The 16-112

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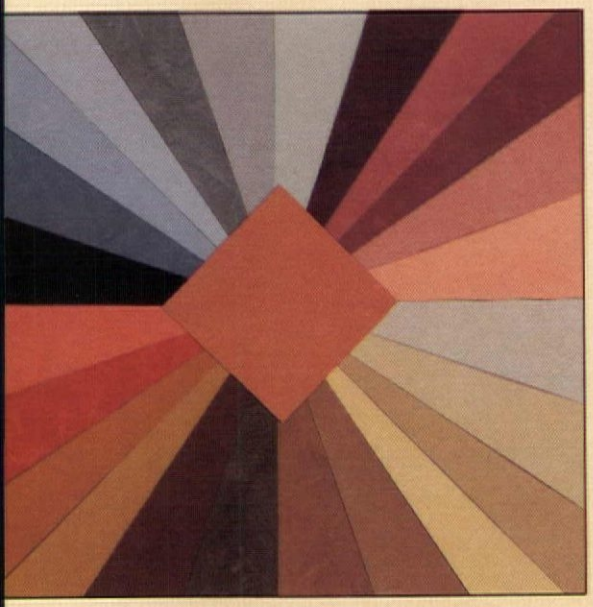
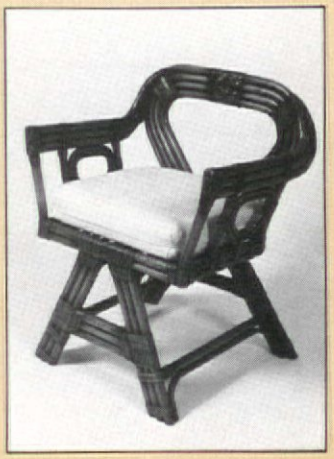
FLOOR 16



***Concorde Wallcoverings, Space 1632**—La Parisienne collection of 25 rayon suede, paper-backed wallcoverings will debut in the Crane Wallcoverings showroom. Textiles have a Class A fire rating. **Circle No. 327.**

***Cy Mann, Space 1600**—The Chippendales showroom will spotlight Rudolpho Chair, a new contract seating offering with tubular metal frames in mirror chrome or brass finish. Leather seat and back are available in black, natural, brown, or white.
Circle No. 330.

***Terra Furniture, Space 1626**—New contract offerings will include metal public seating systems for large contract spaces. Designed by Charles Gibilterra, furniture is offered in a variety of fabrics and vinyls and can be ordered with or without arms.
Circle No. 332.



***Roland Kentfield, Space 1600**—Occasional chair with tiger crackle finish and leather ties is part of firm's "Tiahunnaco" collection.
Circle No. 329.

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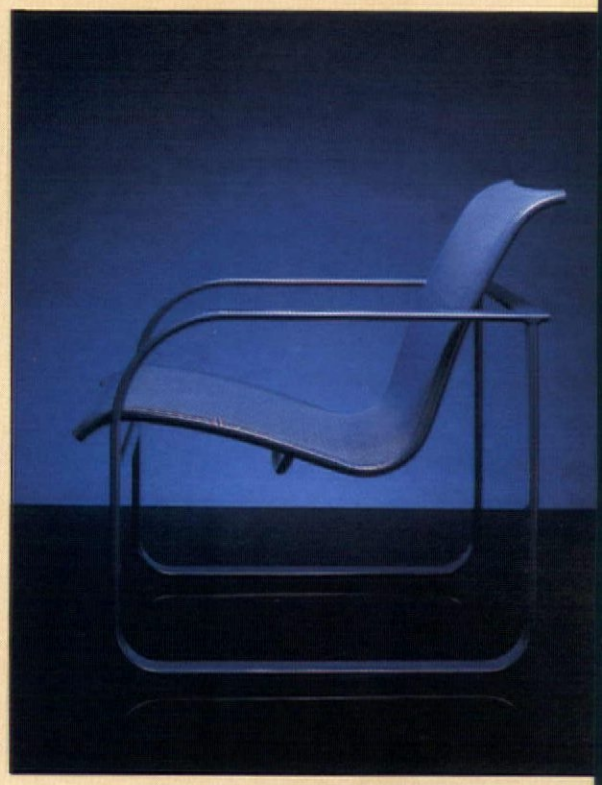
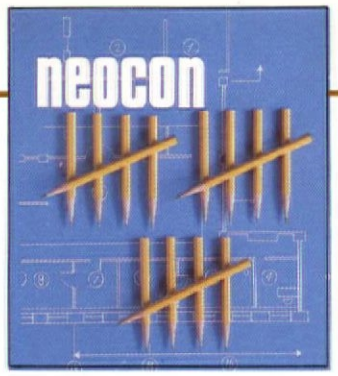


***General Mica, Space 1698**—Modular workstation includes wardrobe storage with pull-out rod, valise shelf, and file cabinets. Desk, featuring a 2-in. radial curve, is part of a new collection that can be found at the Taslitz International showroom.
Circle No. 331.

***Webb Designs, Space 1684**—Inherently flame retardant upholstery fabrics can be custom-designed to match the firm's Curaflame blinds and casement fabrics. Products are available through the Betty M. showroom. **Circle No. 328.**

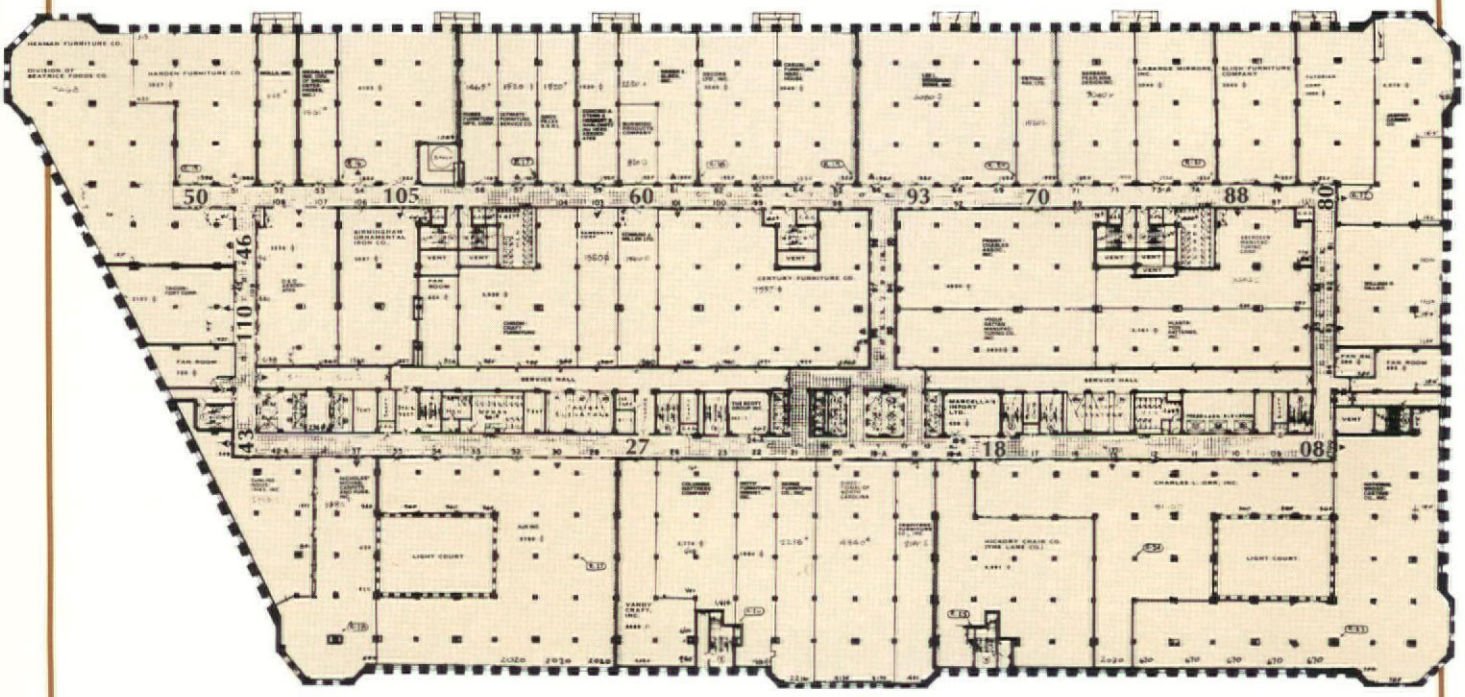
Brown Jordan, Space 1663/65—"Quantum," a single-frame seating system with three modes, is applicable for indoor and outdoor use. Vinyl-strap design with plush cushions is available in a range of colors.
Circle No. 334.

Gold Medal, Space 1696—Mobile, wood storage units are adaptable to a variety of commercial functions. Products are designed to match firm's desk and chair lines.
Circle No. 333.



FLOOR 17

SPEC Firms Add New Dimension



*George B. Atkinson, Jr. 1750
*Barcalounger 1777
*Berne Furniture 1721
*Roger E. Block 1761
*Burwood Inds. 1760
Chromcraft 17-104
*Decora Ltd. 1762
*Directional of North Carolina 1720
*Entourage 1770
*Furniture Crafts 1780
Grosfillex 1758
*Hekman Furniture 1747
*Hess Assoc. 1759
*Hickory Chair Co. 1718
Jamestown Lounge Co. 1783
*Jasper Cabinet Co. 1780
Medallion Leisure Furniture 1753
Molla 1752
*Motif Furniture Inds. 1722
*Nicholas-Michael 1737
*Charles L. Orr 1711
*Barbara Pearlman Designs 1771
*R.J. Randolph 1728
*Rubee Furniture 1756
*Scott Group, The 1724A
*Sligh Furniture 1776
Square Root 1761
*Triconfort 1744
*Tropitone Furniture 1719
Vandy-Craft 1727
Lee L. Woodard 1766

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***Hekman Furniture Company, Space 1747**—Adjustable printer shelf is part of #3538 Computer Center. Two finishes are offered for maple or oak. Locked door, pull-out work-surface, and interior light are standard. **Circle No. 324.**

***R.J. Randolph, Space 1728**—Olan and Olan Dado wallpaper is manufactured by The Twigs and represented at NEOCON in this showroom. Fotia Stone Inc. lighting will be displayed as well.
Circle No. 319.

***Triconfort Corporation, Space 1744**—Allibert indoor/outdoor line is treated with non-yellowing synthetic resin against ultraviolet rays. Unit adjusts to four positions.
Circle No. 325.

***Harden, Space 1750**—Finely crafted executive furniture will be shown in office and conference settings. Wood is cherry and comes in four finishes.
Circle No. 321.

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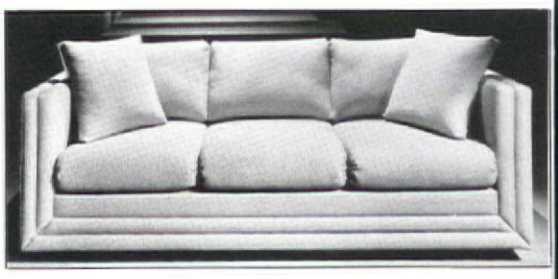
FLOOR 17

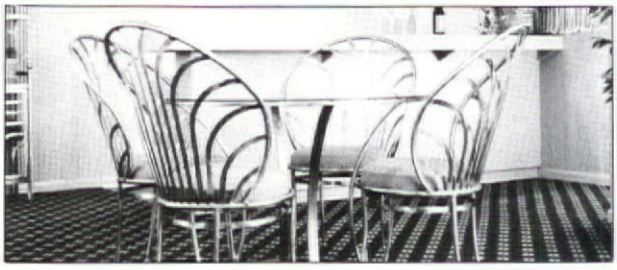
***Tropitone, Space 1719**—Brasilia lounge chair and ottoman suit contract application. Coating of melted-on plastic prevents corrosion. **Circle No. 320.**

***Sligh Furniture Company, Space 1776**—Mahogany kneehole desk meets requirements of electronic offices. Unit has interior power station and storage area for disc drive. **Circle No. 322.**

Janet Deasy
Sligh Furniture

***Decora, Space 1762**—Pewter look is effect of clear lacquer coating on chair/table ensemble. **Circle No. 326.**





***Motif Furniture Industries, Space 1722**—Firm will show queensize sofa sleeper with channel upholstery detail. Item is offered also in standard sofa. **Circle No. 318.**

***Design Atelier, Space 1771**—Stone Art International's Portal table is among introductions for NEOCON. Item is offered in 10 colors and three textures. **Circle No. 323.**

Barbara Pearlman
Design Atelier

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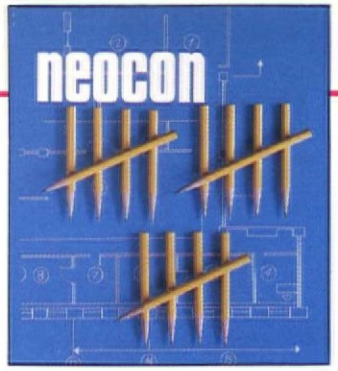
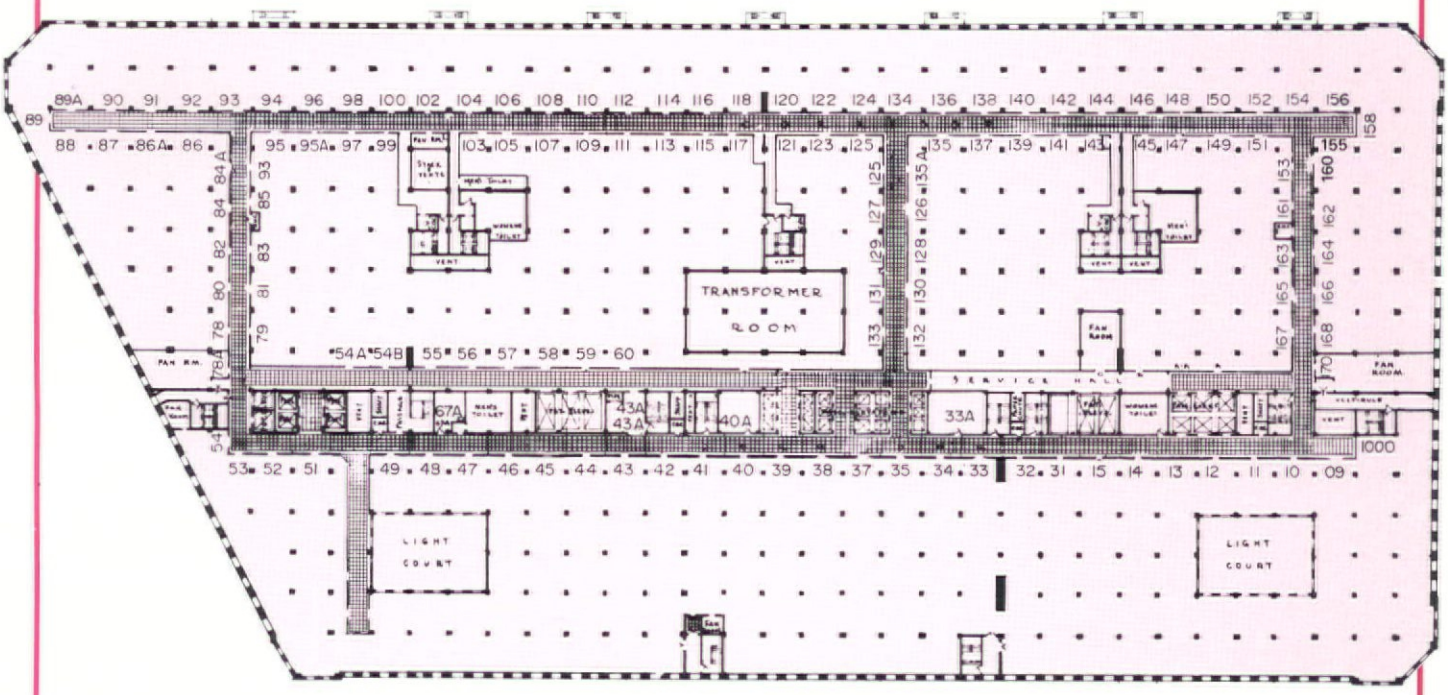


FLOOR 10

Carpet Styles Use New Fibers



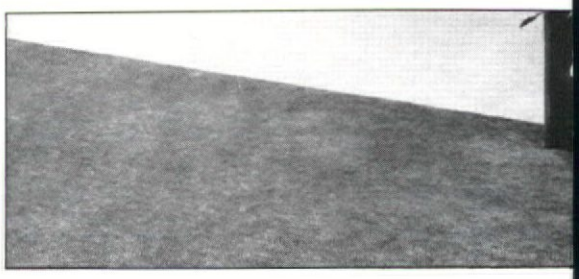
Aladdin Mills 10-144
Allied Corp. 10-118
American Enka Co. 10-132
Barrett Carpet Mills 10-148
Burlington House Carpets 1094
Chatham Mfg. 10-124
Collins & Aikman 10-151
Criterion Mills 1088
Customills 10-146
DuPont, De Nemours 1097
Feltex of New Zealand 10-142
Galaxy Carpet Mills 10-135
Horizon Industries 1086
J & J Industries 10-164
Kemos 10-114
Lowes Carpet Corp. 10-106
Monsanto Textile Div. 10-156
Salem Carpet Mills 10-111
Whitecrest Carpet Mills 10-100

FLOOR 10

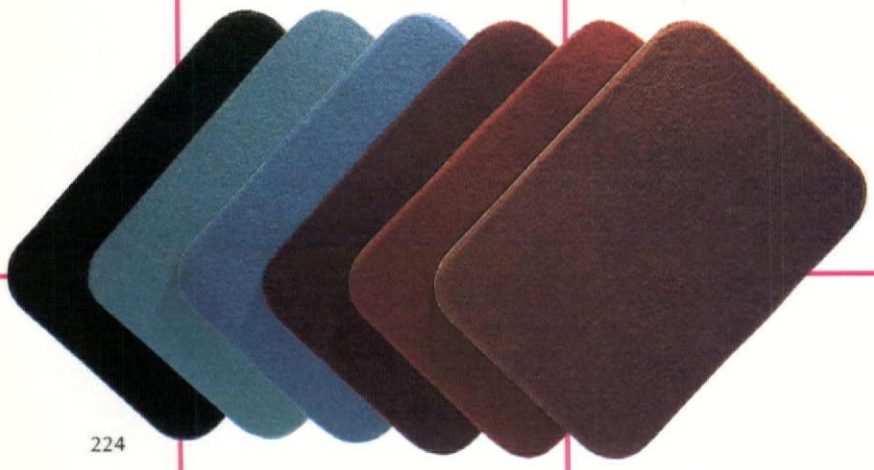
Collins & Aikman, Space 10-153—Primavera is of lush 100 percent wool in a clean pinpoint finish. Comes in color palette of 15 shades. **Circle No. 392.**

Allied Fibers, Space 10-118—"Custom Designer Collection," "Executive Square", and "Commodoro" styles will be featured as examples of Milliken and Bigelow styles in Anso IV® nylon from Allied. **Circle No. 377.**

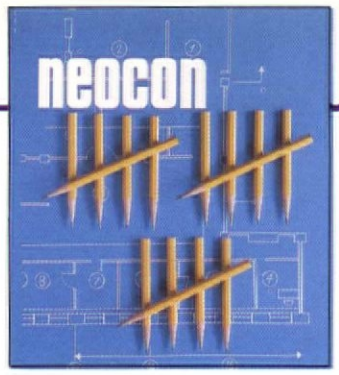
Galaxy Carpet Mills, Space 10-135—Enhancement line is a densely constructed saxony made from DuPont Antron and treated with Scotchgard® and 3M static contol. Carpet is available in 13 heather colorations and 24 complementary solid colors. **Circle No. 391.**



Monsanto, Space 10-156—Classic Luster Ultron nylon is used in collection of custom-printed carpets by Durkan Enterprises Inc. **Circle No. 384.**

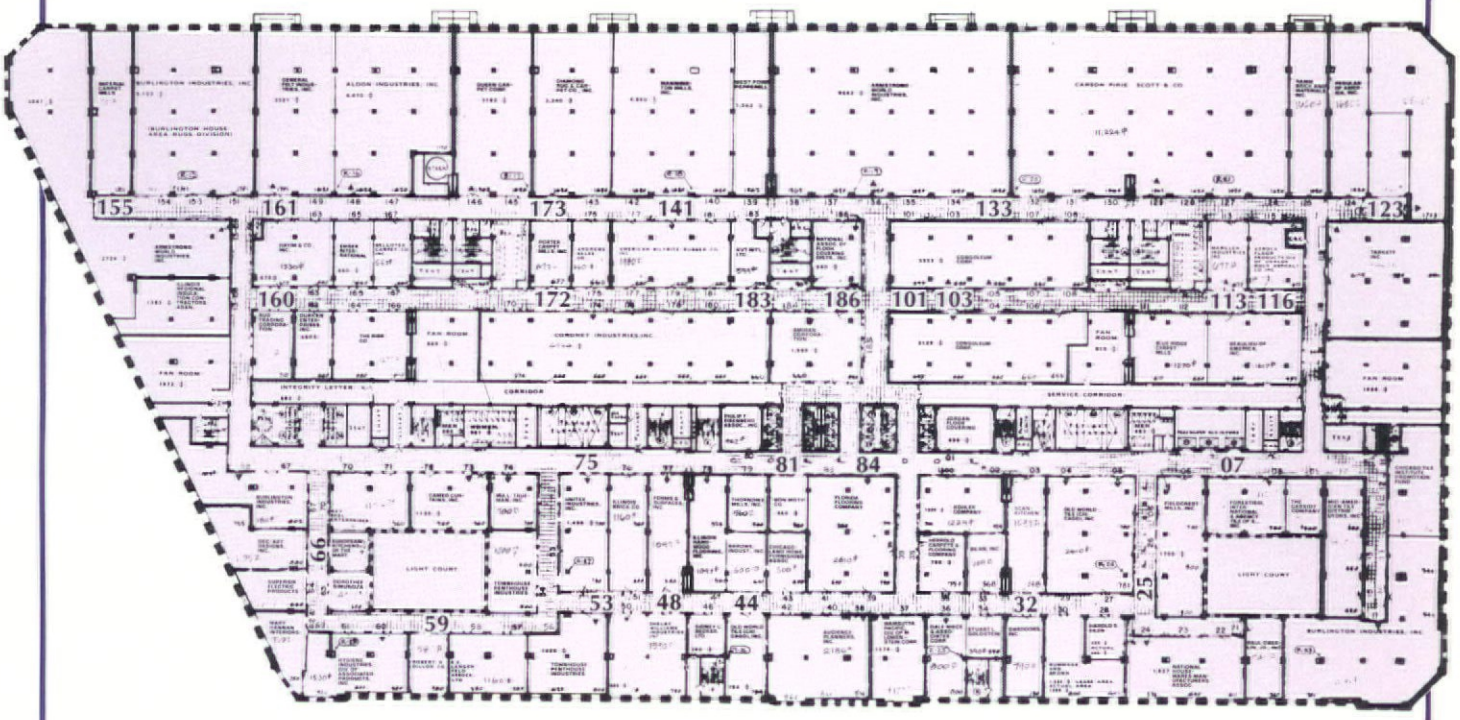


Dupont, Space 1097—New saxony styles will be introduced featuring new Antron® bulk continuous filament fiber. **Circle No. 393.**



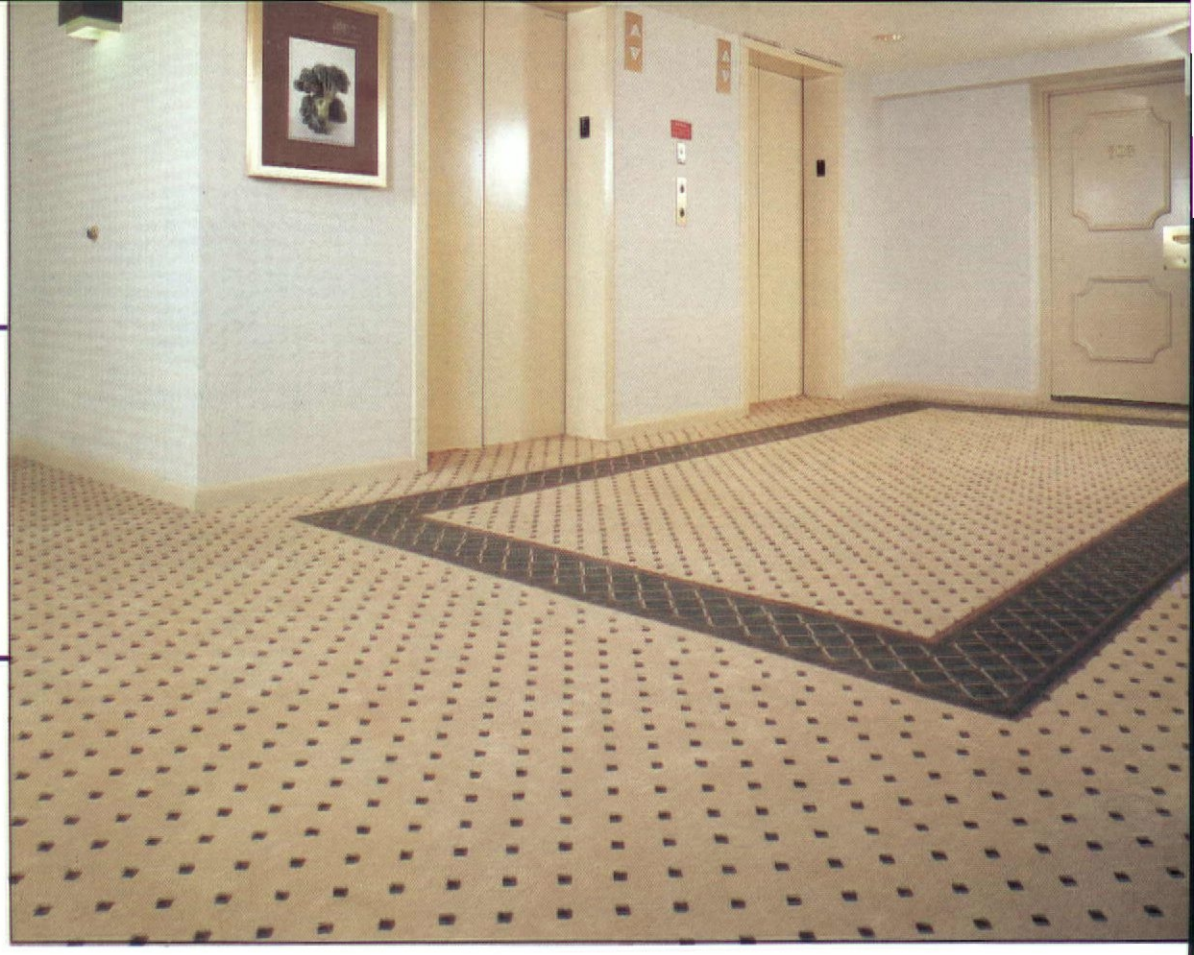
FLOOR 13

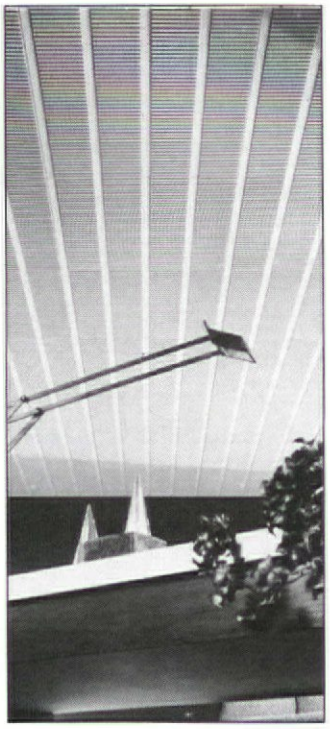
Product Variety In Floor Spaces



American Biltrite 13-179
Armstrong World Inds 13-136, 13-159
Azrock Floor Products 13-115
Becker Ltd. 1346
Belgotex Carpet Co. 13-167
Blue Ridge Carpet Mills 13-111
Burlington Inds. 13-153
Carson Pirie Scott 13-127
Congoleum Corp. 13-100
Coronet Inds 13-174
Dillon Carpet Corp. 1359
Durkan Ents 13-162
Fieldcrest 1306
Forms & Surfaces 1377
General Felt Inds. 13-150
Imperial Carpet Mills 13-155
Mannington Mills 13-141A
Marglen Inds 13-113
Pegulan of America 13-124A
Porter Carpet Mills 13-173
Queen Carpet Corp. 13-146
Shelby Williams Inds. 1348
Tarkett Inc. 13-119
Wellco Carpets 13-141B
West Point Pepperell 13-139

FLOOR 13



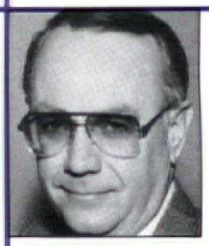


Armstrong, Spaces 13-136/159—Two new designs in "Crossgate" collection of acoustical ceilings include Crossgate linear (right) and Crossgate Grid (left). Both measure 24- by 24- by ¾-in. with tegular edged panels offered in four colors.
Circle No. 307.

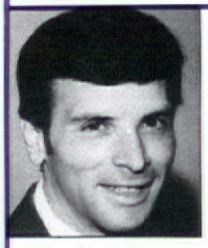
Tarkett, Space 13-119—"Reliantt" resilient sheet vinyl flooring is 100 percent asbestos-free with 12-mm. wearlayer. Product is available in 22 colors and five patterns. Glen Burnie pattern (shown) features a modern design inspired by mosaic tile.
Circle No. 308.

Durkan Enterprises, Space 13-162—Monsanto Ultron™ fibers are used in construction of 25 carpet patterns for corridor widths ranging from 5-ft. 8-in. to 12-ft. Firm will also create custom orders.
Circle No. 309.

Alan Flusak
Tarkett Inc.



Bob Wylie
Tarkett Inc.

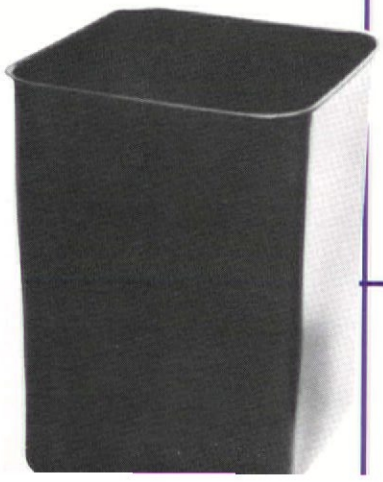


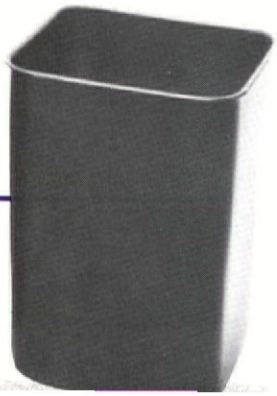
John C. Ardizzone
Tarkett Inc.

Congoleum, Space 13-100—"Series 507" from the Kinder Division features tight back, broad arms, and reversible triple-wrapped seat cushion. Item is offered in velvet, nylon, or wool as 84-in. sofa, 62-in. loveseat, and 34-in. chair. **Circle No. 311.**

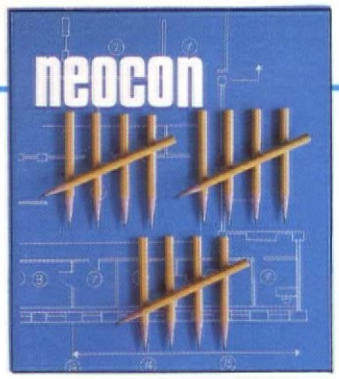
Mannington Mills, Space 13-141A—"Roman Forum," new to Architect's Choice group of flooring products, provides a sturdy floor suited for heavy traffic areas. Product is available in 6- and 12-ft. widths and three color combinations. **Circle No. 310.**

National Carpet Mills, Space 13-175—"Monte Cruz," a large abstract-type design, is recommended for heavy traffic areas. Densely cut Dupont Antron III™ nylon pile has Class B flame spread ASTME-84 tunnel test and is available in custom colors. **Circle No. 423.**



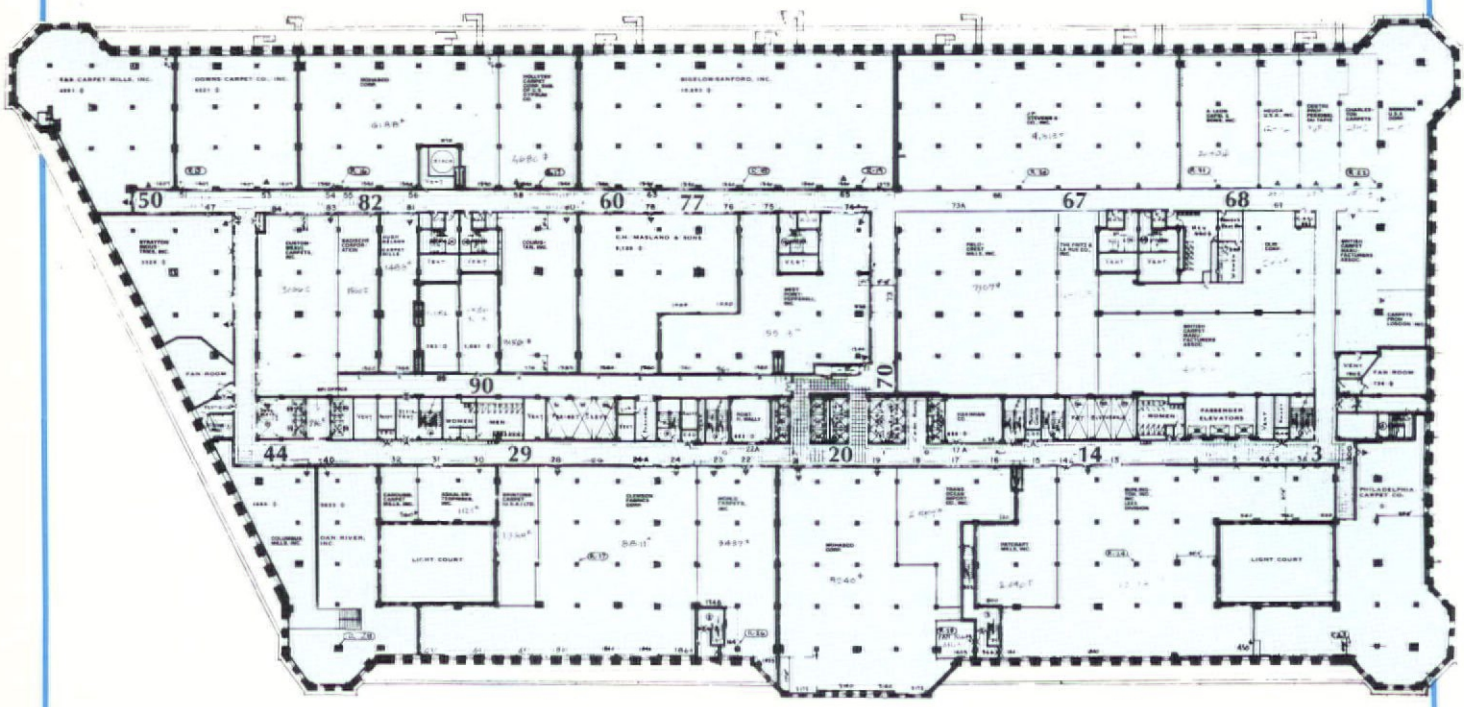


Rubbermaid, Space 1330—High-gloss surface of "Contemporary" plastic wastebasket results from high-density resin used in manufacturing. Containers feature square design with rounded corners and are offered in 14- and 28-qt. sizes. **Circle No. 306.**

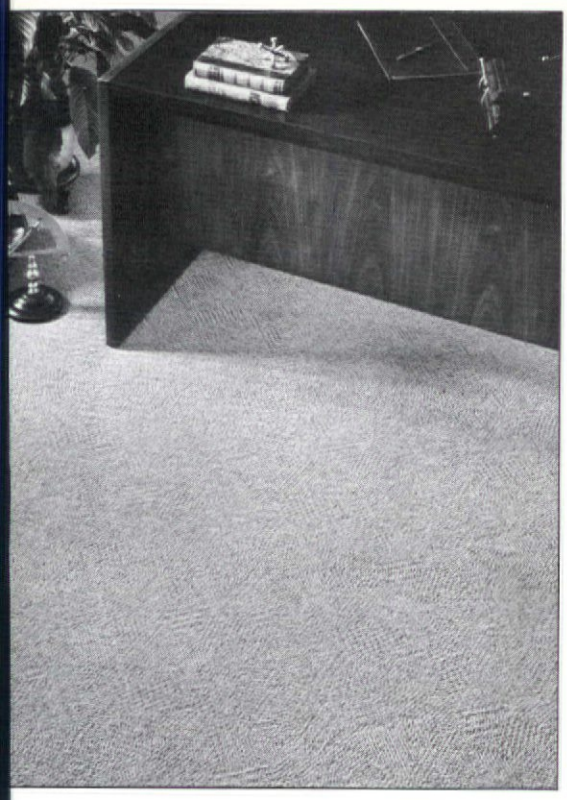


FLOOR 18

Floorcovering Styles Flourish

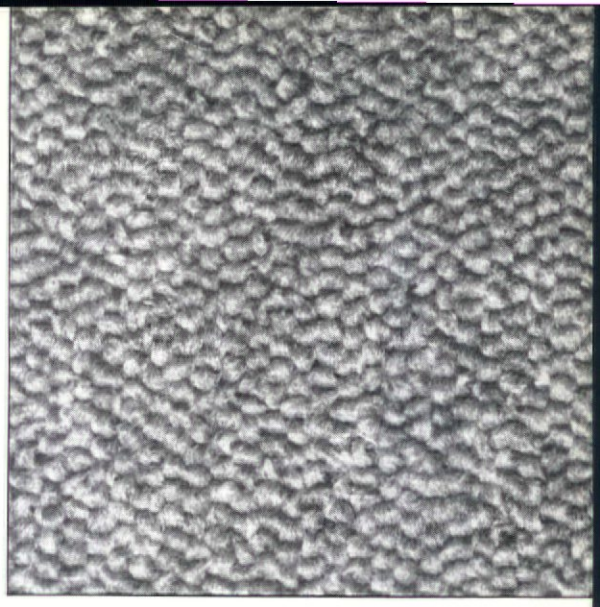


Axminster Carpets	1869A&B
Badische	1882
Bigelow Sanford	1865
Brintons Carpets USA	1829
Cabin Crafts	1871
Charleston Carpets	1868C
Columbus Mills	1844
Couristan	1880
Dan River	1840
Downs Carpets	1853
Firth Carpets	1821
Heuga USA	1868A
Hollytex Carpet Mills	1858
Karastan	1873
Lees Carpets	1814
Masland Carpets	1878
Milliken	1825
Mohawk Carpets	1855
Hugh Nelson Carpet Mills	1881
Olin Corp.	1869
Patcraft Mills	1815
Philadelphia Carpets	1800
Raleigh Carpet Mills	1846
Simmons USA	1870
Alexander Smith Carpets	1819
J.P. Stevens	1866
Stratton Inds.	1847
World Carpets	1822



Milliken, Space 1825—"Commerce Square," a 1982 carpet tile introduction, will be offered as broadloom at NEOCON 15. Product is made of Antron XL nylon and resists soiling and crushing.
Circle No. 317.

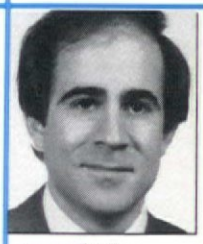
Carpets International, Space 1869A&B—Shown is "Sun Lotis," one of 10 nylon carpet designs to be displayed. Carpets are stocked in the U.S.
Circle No. 312.



Mohawk Carpet, Space 1855—New additions to the firm's 747 Woven Interlock series will be shown. Made of Anso IV continuous filament nylon, carpet is engineered for heavy traffic areas.
Circle No. 368.

Barbara Coveny
Mohawk Carpet

Customweave Carpets, Space 1883—Chromatiks line is manufactured with 1/10-gauge tufting equipment. Low-profile carpet is offered in 18 colors as well as custom shades with a contrasting dot pattern.
Circle No. 313.

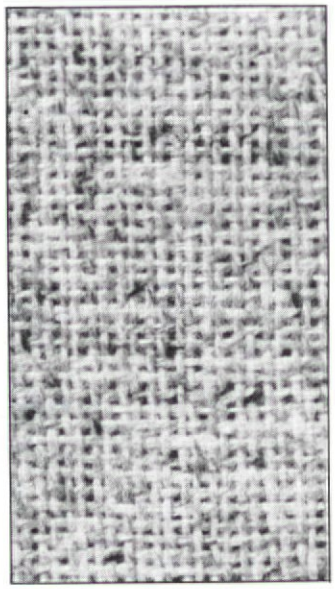


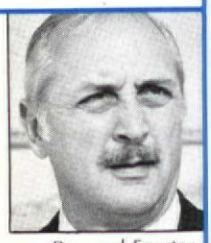
Samuel Silver
Mohawk Carpet.

Robert Waddel
arpets International

FLOOR 18

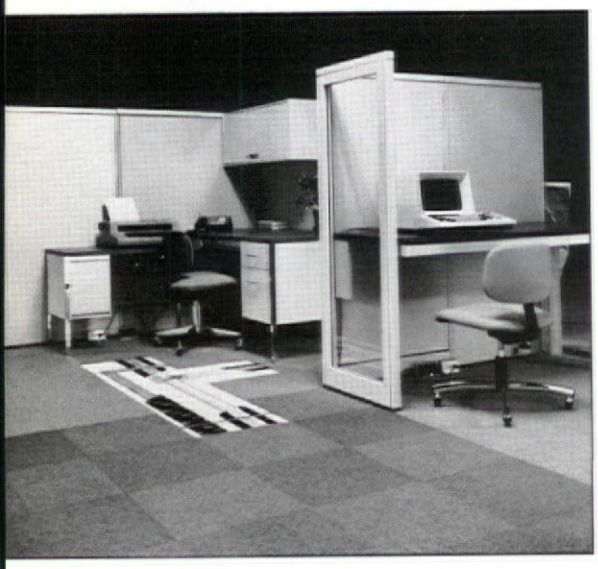
Badische, Space 1882—Once again, the firm will offer its Orient Express Vacation Sweepstakes, awarding four expense-paid European holidays for two. Products to be displayed include "Consulate," a loop and cut-pile carpet from Patcraft Mills (Space 1815). **Circle No. 314.**



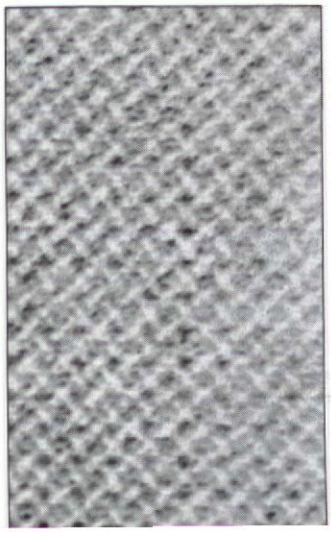


Bernard Egerter
Lees Carpet

J.P. Stevens, Space 1866—"Tanglewood" is a Berber-look fabric made of 100 percent Trevira polyester in eight pastel shades. Companion fabric is offered in 17 heather tones. Designs are coordinated with firm's Gulistan carpets. **Circle No. 316.**

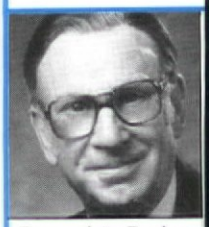


Lees Carpet Space 1814—Shown is a new introduction to the firm's Fountainhead cut-pile carpet series, made from Antron XL nylon. Also debuting at NEOCON is the "100 Park Collection," a system of 100 colors for plush commercial carpeting. **Circle No. 369.**



Bigelow, Space 1865—Additions to the firm's modular carpet program will include cut and uncut, textured Techlok tiles. Carpet is bonded to a polyvinyl chloride backing with a fiberglass scrim that adds durability. **Circle No. 315.**

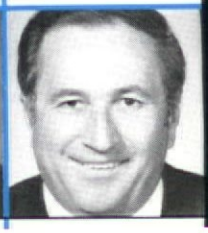
Stratton Inds., Space 1847—"Prism" is a new carpet the firm will introduce at NEOCON. Textile construction is 55 percent wool/45 percent polypropylene. **Circle No. 419.**



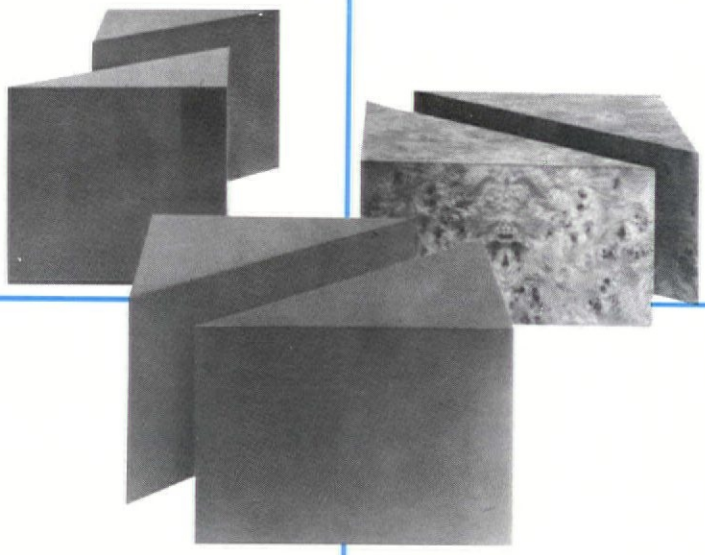
Bernard A. Zuckerm
Stratton Inds.

Burton M. Gold
Stratton Inds.

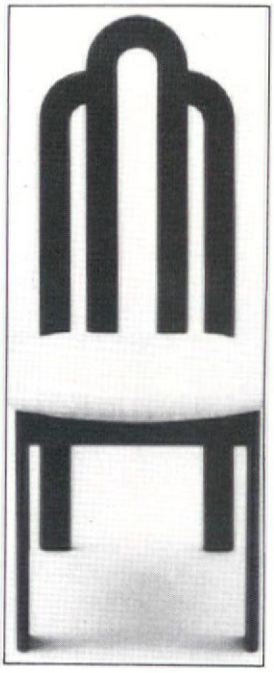
Harry L. Mills
Stratton Inds.
(far right)



OTHER CHICAGO EXHIBITS



Intrex Inc., Milo Bloch Showroom, 415 N. LaSalle—Monoforms is a block series by Paul Mayen. Geometric shapes are offered in radius or straight-edge styles.
Circle No. 428.

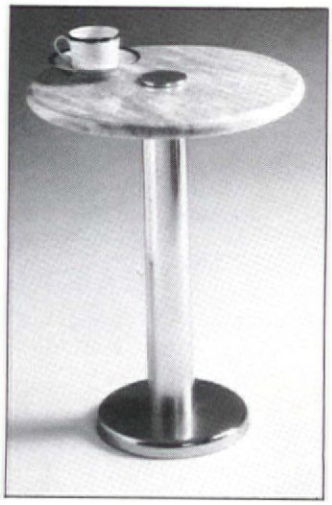


Roche Bobois, 333 N. Wells—Wall systems for the executive office highlight offerings. High gloss lacquer chairs from Italy will be shown also. **Circle No. 424.**

The Ironmonger Inc., 1822 N. Sheffield—Rails transformed to signage are Alan Tye Design for C & S Allgoods, Great Britain. Other modern hardware is displayed at the showroom.
Circle No. 425.

Architectural Supplements Inc., Milo Bloch Showroom, 415 N. LaSalle—Marble table has bullnose top and circular configuration. Eight marble types are offered.
Circle No. 427.

Paoli, Palmer House mezzanine—Trax multiple seating system combines upholstered modules with solid butcher block oak. Various sizes are available **Circle No. 426.**



Color-Coded, Barrier-Free Building Helps Handicapped Students Learn

Planners stress ease of mobility and interpersonal contact in creating a normal education environment for impaired students

Complete color-coding of interior space and a barrier-free design approach far exceeding government requirements enable handicapped students at Gallaudet College, the nation's only college for the deaf, to fully utilize a newly constructed learning center.

Dramatic contrasts between surface colors announce level, angle, and directional changes throughout the building and supplement comprehensive signage systems. Ceiling-mounted lighting follows circulation patterns defined by color and furniture placement, thereby reinforcing directional orientation necessary to handicapped persons.

By specifying that 60 percent of the 93,000-sq.-ft. building be subterranean, designers were able to simplify egress to grade level from all of three building floors. In addition, work areas are carefully laid out to maximize access from major interior traffic arteries. These layouts also minimize disturbance from passers-by and shield against glare potential of five overhead skylights in the installation.

Engineer building to ease visual contact

Joint research conducted by Gallaudet College and space planning firm The Kling Partnership, Philadelphia, determined special needs of hearing- and multiply-impaired students that would dictate building design.

For example, studies showed deaf students and faculty prefer to sit in a semi-circle, one row deep, to enhance visual contact and eliminate distractions beyond direct line-of-sight. This standard classroom shape led to development of an octagonal building structure in which sightlines are very clear.

Because the learning center is in the heart of the campus to make it easily accessible from all other buildings, it was essential that the structure maintain a low profile to blend in with other college facilities. By situating the bulk of the building underground, planners were able to reduce the scale of the structural mass, tie it in effectively with the remaining campus, and, simultaneously, achieve tremendous energy-savings generated by stable earth temperatures.

Says Robertson Cox, principal, The Kling Partnership, "With three floors of space, one of which is underground, major access at the middle level is made possible. This layout takes the burden off stairways and elevators since users need only go up or down one flight to get to other levels.

"In addition, such design enables highly efficient control

Sharp contrasts between red and blue finish colors aid Gallaudet students in negotiating level changes. They also contribute to a cheerful, stimulating learning environment. (opp. page). Photo of building exterior (below) illustrates how multi-leveled structure eases handicapped users' egress to grade.

INFORMATION
RETRIEVAL

Design decreases distractions, enhances sense of direction

functions needed by the learning center. The facility houses valuable audio-visual equipment and serves as the campus library," he explains.

Healthcare design expertise aids in programming

Previously commissioned by Gallaudet to design a dormitory for handicapped students, The Kling Partnership has accumulated additional expertise in planning for handicapped through various hospital projects. But, notes Cox, "The college's requirements for handicapped access go far beyond normal standards. Gallaudet has amassed a vast body of knowledge concerning furniture placement, veiling reflections, glare, color-coding, and signage that had to be adhered to in this project."

Because almost all of the school's undergraduate students and a fourth of the faculty are hearing-impaired, Gallaudet requires that all buildings be designed to suit the needs of the deaf. Fire alarms, for example, must have strobe lights as well as audible signals, to indicate hazard.

Safeguards for visually-impaired and non-ambulatory students were also given priority since the school anticipates accepting a growing number of multiply-handicapped students as a result of the 1960s rubella epidemic. Barrier-free design elements that aid these students include the following:

- Access to all building sectors for non-ambulatory students.
- Emergency egress to grade from all three levels.
- Emphatic color-coding for all level changes, walls, and permanent fixtures.
- Elevators equipped with braille buttons, differentiating bell for up and down, wider doors, cabs big enough to accommodate rotating wheelchairs, and an audible and visual alarm.
- Power-assisted doors.
- Special-height study desks, tables, counters, sinks, and toilets.
- Recessed counterfronts permitting wheelchair approach.
- Uninterrupted handrails.
- Lighting in study carrels and classrooms that can be controlled by sight-impaired students.
- Oversized, color-coded, three-dimensional signage.

In addition to the above mandates, planners specified library aisles 36-in. wide (6-in. wider than normal aisle size) to simplify wheelchair movement. Rather than installing standard study carrels, which users approach from the rear, designers purchased side-opening carrels constructed of an office screen system.

Modular furniture was also avoided since it is easily moved and can create obstruction. Trapezoidal desks that can be joined in various multiples and unique tablet armchairs that rearrange to accommodate wheelchairs and turn freely when teachers move around the room comprise most furniture specified and purchased.

Possibly the most important aspect of this learning center design is a highly-keyed directional focus found throughout the building. Observes Cox, "Handicapped people always need to know where they are. Therefore, designers must stress

elimination of veiling reflections and glare where they inhibit a person's sense of orientation. Space-defining colors and well-placed signage are another absolute necessity."

Skylight design controls glare, saves energy

As a result, planners concentrated on creating a glare-free skylight system. Custom-made photo-sensitive shades that automatically close when sunlight penetrates work areas were mounted in the ceiling and thus reduce glare while stabilizing building temperature.

Classrooms are internally located to eliminate glare from perimeter windows. Where subject to natural light, study carrels and stack shelves are angled to shield against veiling reflections caused by skylights.

To determine color selection, designers created several color scheme mock-ups which were evaluated by students and faculty. "Results indicated that the chosen palette proved most effective in announcing changes in level and general direction," notes Cox.

Because Gallaudet College serves impaired students only, the entire learning center project was federally funded. Says Cox, "Subsidies were generous. There was a clear understanding that a facility of this type would be more expensive to build than a normal school structure. Most monies went into the development of special communications devices and technologies needed by the unique building program. These include audio-visual equipment for individual study and a large television studio the college uses to develop educational material for deaf students throughout the world.

"However, I believe the project's greatest success is that the building does not make a big deal out of the students' handicaps," he adds. "Our goal was to make the kids' relationship to the building as comfortable as that of a normal person. I don't think this building serves as a reminder that they are deaf or otherwise impaired." □

The Learning Center's octagonal shape (above) was dictated by a standard classroom layout planners found most effective in enhancing visual interaction between deaf students and teachers. Skylight design reinforces the octagon while it overcomes a subterranean, basement effect by bringing in natural light (right). Also reinforcing octagonal circulation patterns are ceiling forms that maximize directional focus through strong relationship to color-coded carpet patterns and well-defined furniture layouts (opp. page).

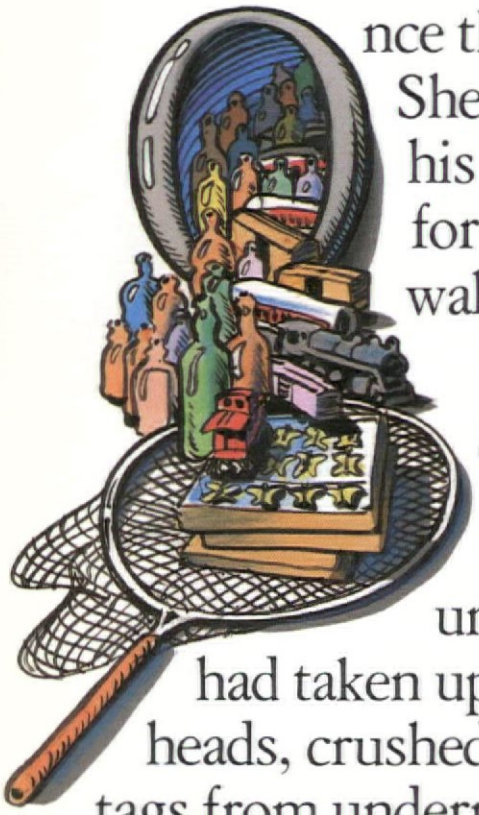
Photos by Balthazar Korab

SOURCES

Shelving—Estey Corp., Spacesaver Corp. **Study carrels**—Steelcase. **Tables**—Steelcase. Howe Mfg., S & S Metal Products, William A. Kootz & Co., H. Wilson Corp., Davis Furniture. **Seating**—Daglee Seating Co., Davis Furniture, Krueger, Modern Contract Furniture. **Bookcase/cabinetry**—Modern Contract Furniture, H. Wilson Corp. **Lecturns**—Van San. **Carpeting**—Interface. **Sun control**—Berman Assoc. **Signage**—Roxanne Signs & Graphics. **Chalkboards**—Greensteel Inc. **Plants**—Creative Plantings.

Architecture—John Robertson Cox, AIA, partner-in-charge, Robert Morrison, RA, project manager; The Kling Partnership. **Interior Design**—David W. Doelp, AIA, project designer, Kling Interior Design. **Engineering**—Glenn Davis, engineering mgr., Kling/Lindquist Inc. **Construction**—Turner Construction Co.

A Storage Story

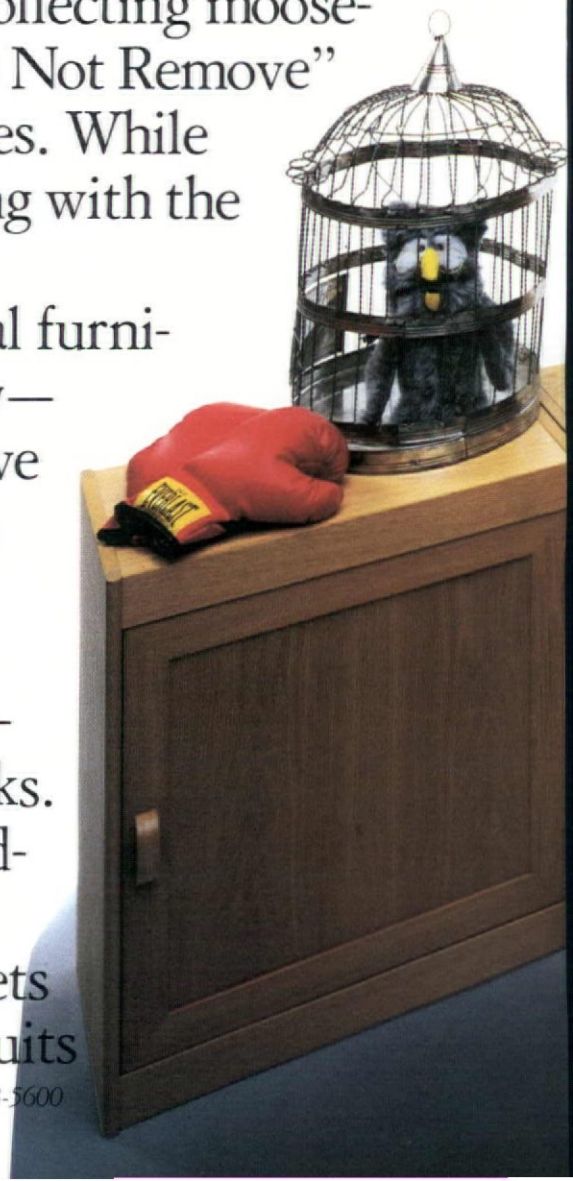


nce there was a facilities manager named Sherman Plank. When Sherman reported for his first day of work at the Sunnydale Home for Incredibly Frustrated Designers, he walked right into a problem.

Sunnydale, it turned out, had an odd group of guests. They were interior designers whose job specifications had been changed one too many times by uncaring clients. As a result, most of them had taken up strange hobbies like collecting moose-heads, crushed beer cans and the "Do Not Remove" tags from underneath chairs and couches. While others would spend the entire day boxing with the furniture or bouncing on the bed.

Sherman needed tough, institutional furniture with tremendous storage flexibility—and he needed it fast. As luck would have it, though, he knew all about the design magic of Rudd's EB Casegood System.

Immediately, Sherman ordered EB Casegood components to match the personality of every designer. Beds and desks. One-high, two-high and three-high modules. Some modules he ordered with drawers, some with shelves. Small closets to hold ballerina tutus. Large ones for suits



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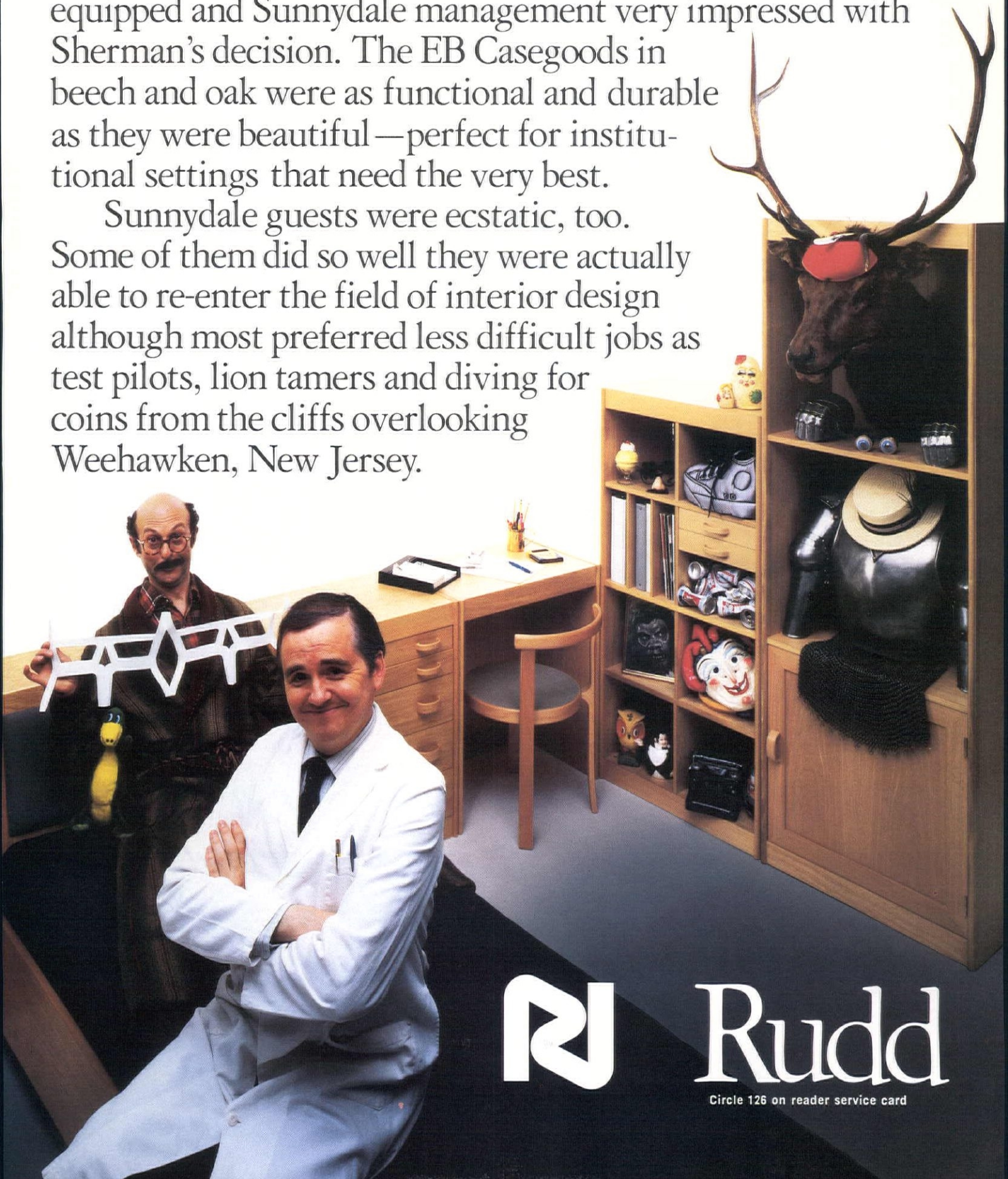
of armor. And every piece strong enough to go thirteen rounds with any guest and not show the strain.

Within a few weeks, Sunnydale rooms were fully equipped and Sunnydale management very impressed with Sherman's decision. The EB Casegoods in beech and oak were as functional and durable as they were beautiful—perfect for institutional settings that need the very best.

Sunnydale guests were ecstatic, too. Some of them did so well they were actually able to re-enter the field of interior design although most preferred less difficult jobs as test pilots, lion tamers and diving for coins from the cliffs overlooking Weehawken, New Jersey.



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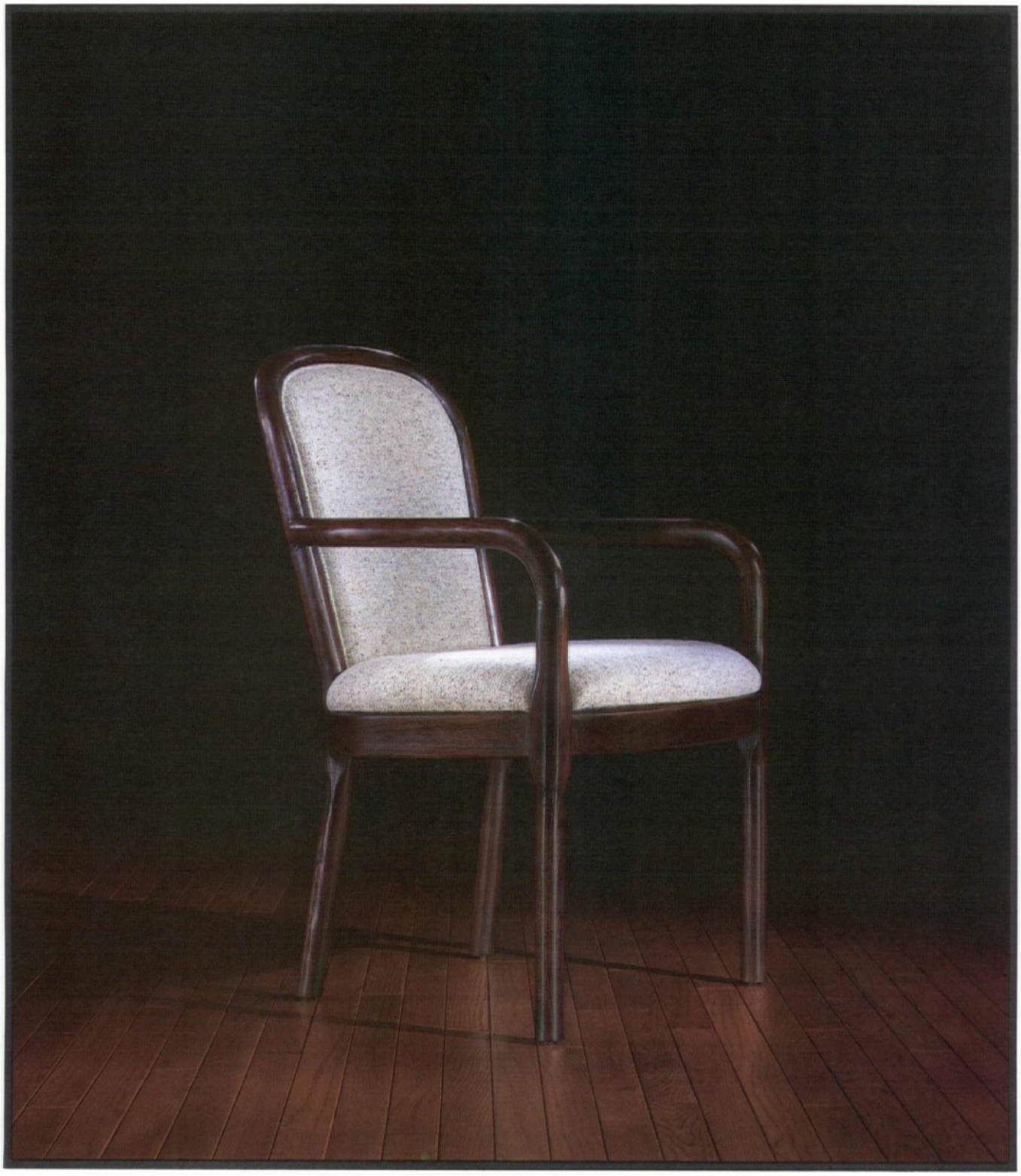

This versatile chair is part of a beautiful collection
of solid ash conference, lounge, and pull-up chairs from Bernhardt Contract.
Specifically designed for the corporate and institutional markets, Bernhardt Contract offers a comprehensive contemporary and traditional assortment of sofas, chairs, modulars and executive seating along with a complete textile program. Bernhardt Contract, Dept. C-53, Box 740, Lenoir, NC 28645, (704) 758-9811.
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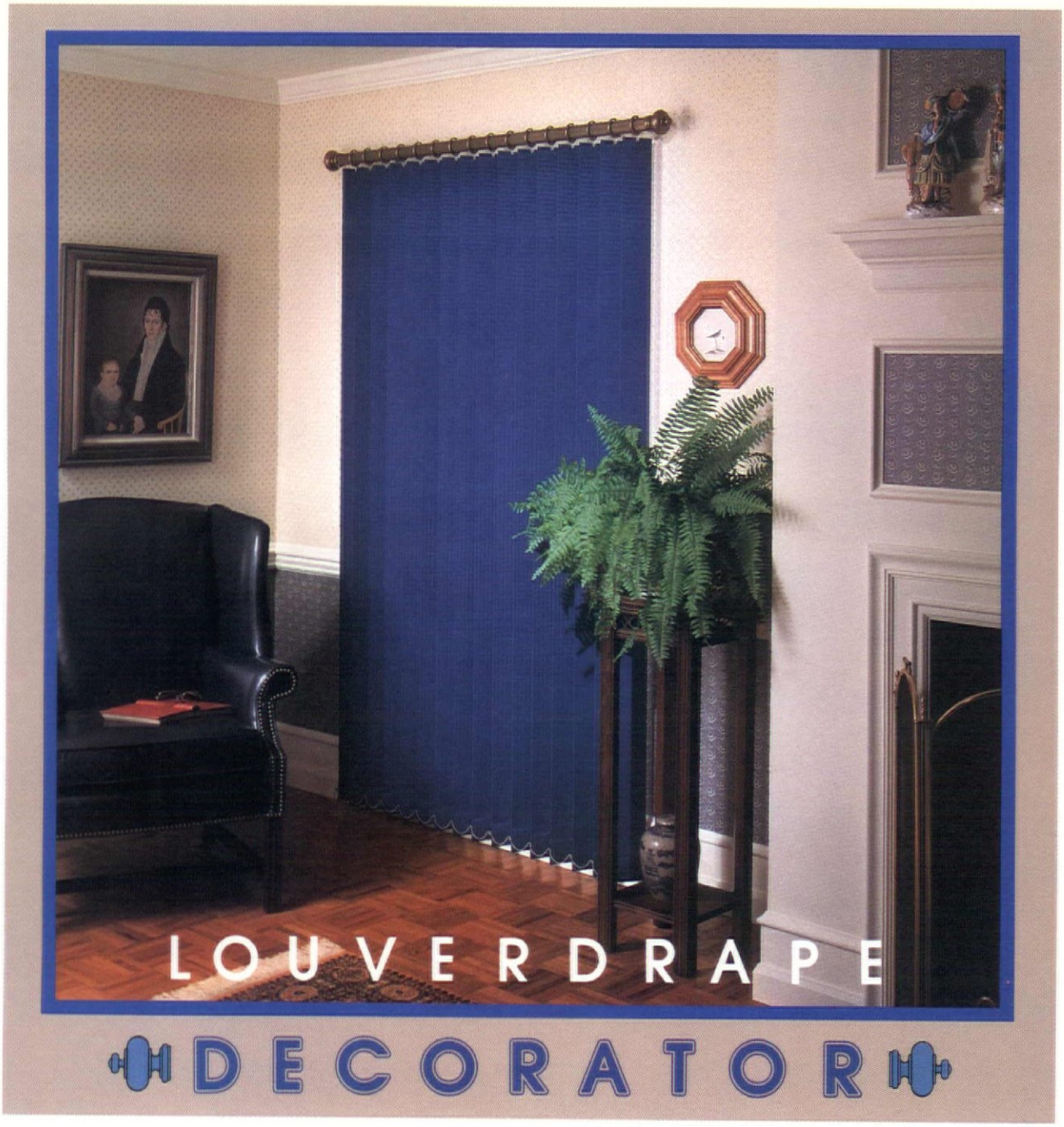

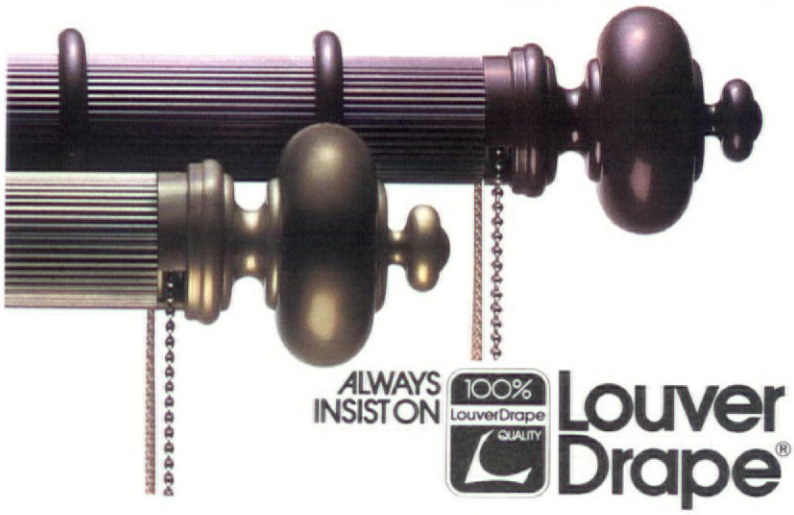

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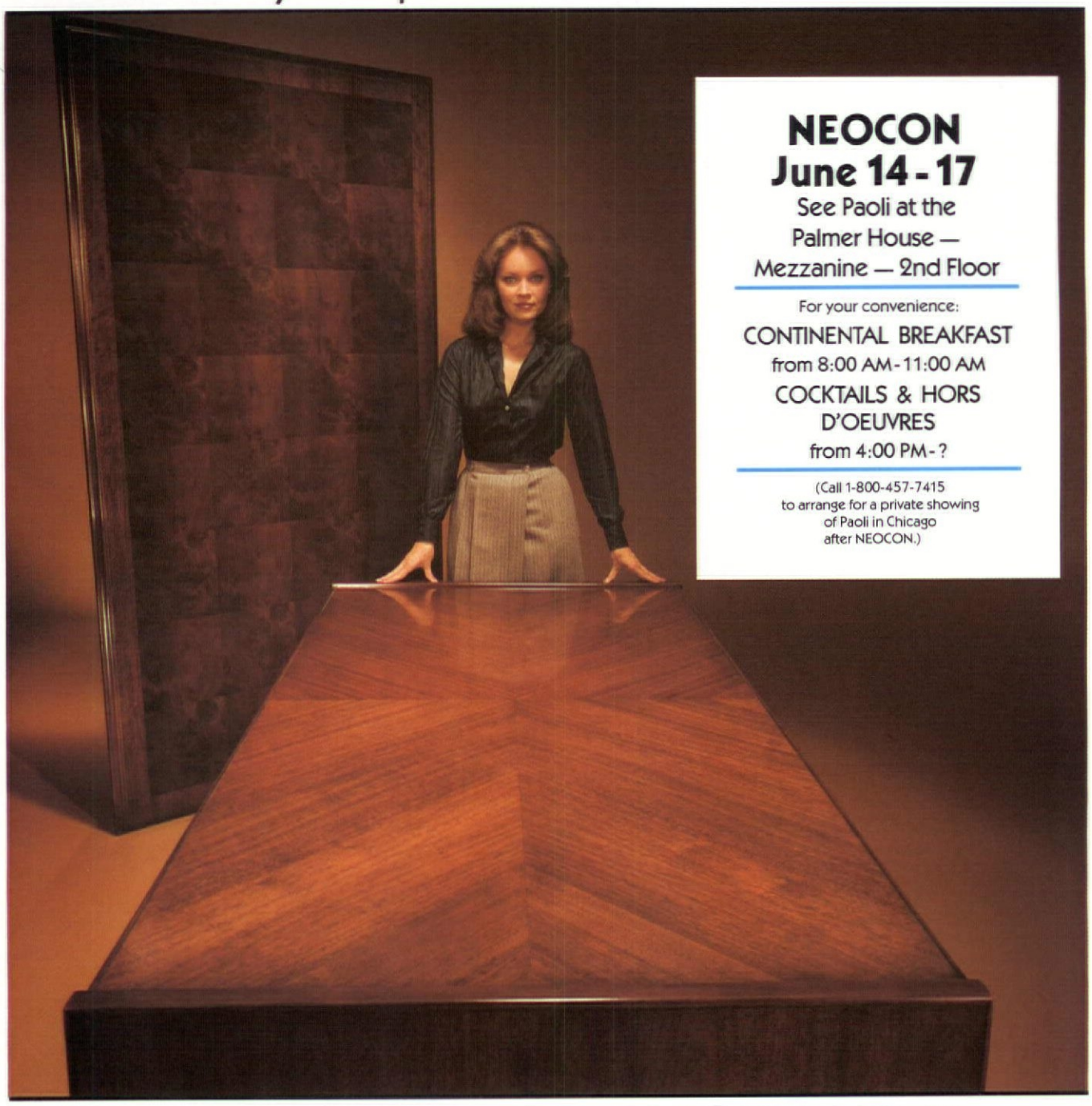
Paoli tops attract customers... Design features close the sale... Durability keeps them sold.



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Paoli's new Montclair 3000 English Walnut burl tops, and Contempo 1200 genuine Walnut diamond-matched grain tops are protected from alcohol, water, what-have-you, by TECH-AGE ... Paoli's new super finish that's a product of the technological age, that gives you unparalleled lasting beauty. Drawers feature highest-quality Accuride suspension systems.

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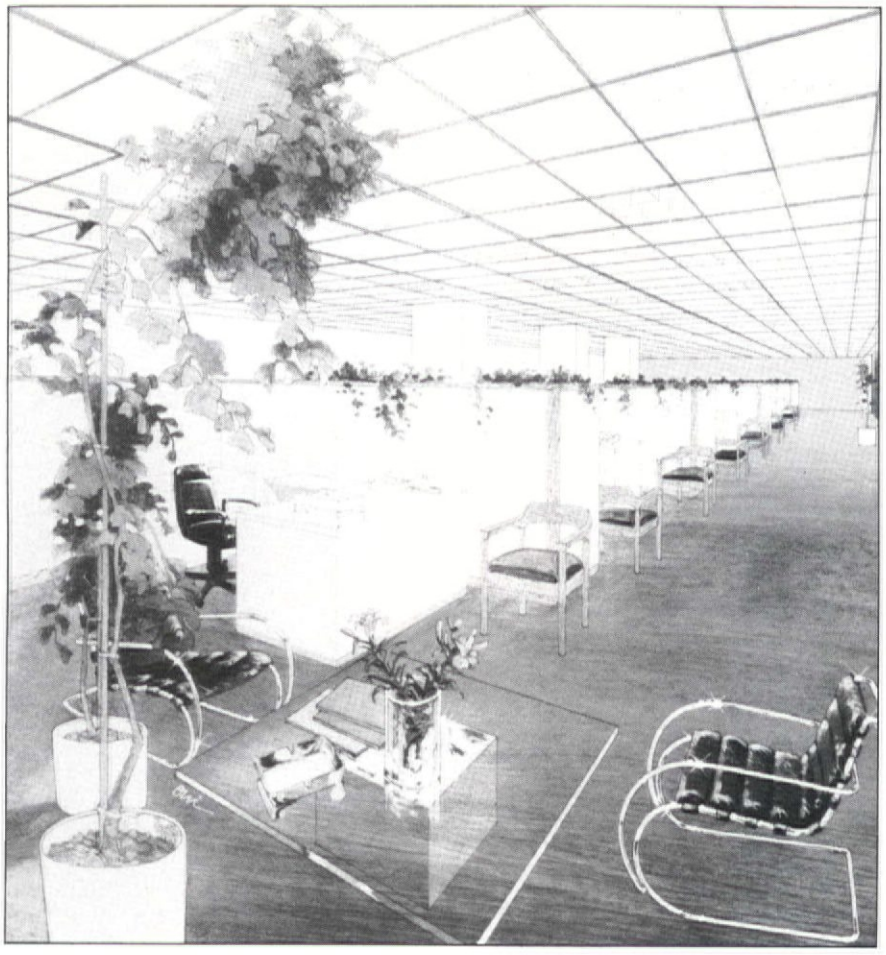
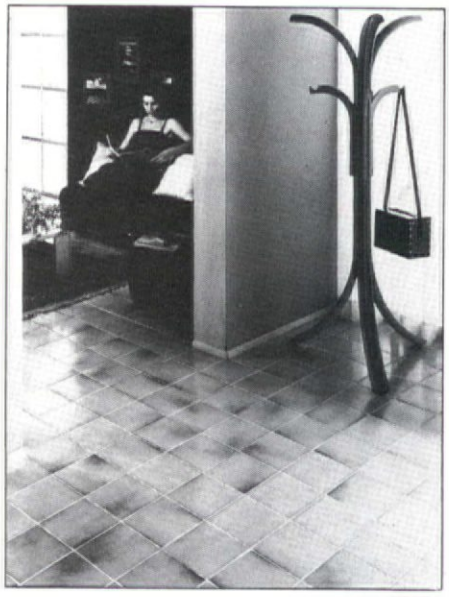


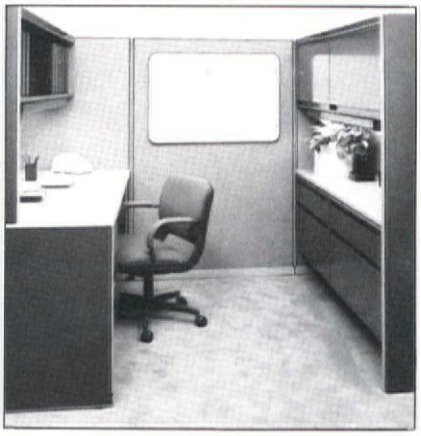
Color line expands overhead options

A new, exposed T-bar for suspended ceiling systems is now offered by **Levolor.** Available in more than 118 colors, this system is made of heavy-gauge steel in linen, wood-like, brushed, polished, and mirror metallic finishes. Matching finish runners, cross tees, and edge moldings can be ordered. Double-web intermediate duty members are available. **Circle No. 435.**

Six colors add esthetic appeal to slip-resistant tiles

Durable, slip-resistant Orrizzonti floor tiles are offered in six, earth tone colors. Manufactured by **Marazzi USA**, ceramic flooring is fired at high temperatures to increase strength needed for heavy duty applications. Single bullnose and corner trim pieces are available in each color. Tiles measure 8- by 8-in.
Circle No. 442.





Mount tackboards on walls or panels

Weber Costello Contour Communication Boards can be wall- or panel-mounted, both horizontally and vertically, to suit office needs. Writing boards are offered with dry erase or chalkboard surfaces; tackboards are available with natural cork or fabric surfaces. **Circle No. 440.**

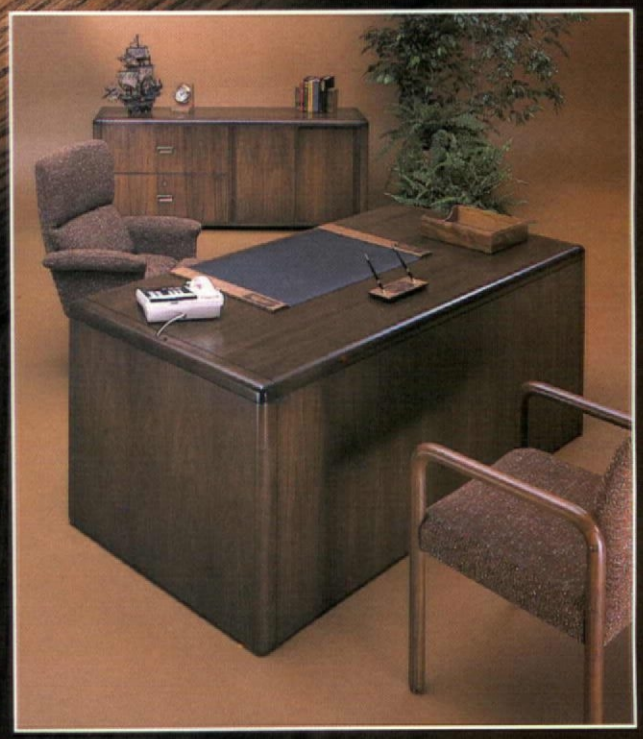
Build exhibits fast with framing system

Click Systems' multi-purpose framing system consists of aluminum extrusions in a variety of lengths and a range of compatible components. Available in anodized and epoxy finishes, system enables rapid construction of showcases, counters, and exhibit structures. Kit (shown) is a small-scale example of the system's parts and is available to professional specifiers. **Circle No. 445.**

KRUG

SoftBlock Series

Solid elegance - that's the look of the new Soft-Block Series from Krug. Gentle curves and radiused edges soften the massive silhouette of this design, while the solid edges of oak or walnut combine beautifully with carefully selected veneers. Backed by Krug's traditional reputation for top quality craftmanship and value, this distinctive furniture series provides an exclusive identity for any executive office or reception area. The SoftBlock Series includes desks, credenzas, executive and secretarial returns, lateral files, bookcases and table desks. All designs are available in a choice of natural oak, mellow oak or walnut.



Krug Furniture Inc.
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Kitchener, Ontario, Canada N2H 4C2
Telephone (519) 743-8281

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It's magnificent; it's exclusive. It's **Pompeii's** new **Signature Collection** by Artist Andrew Warner. These hand painted masterpieces, capture the luscious tropical accent the discerning designer has been searching for. The **Signature Collection**. It's new, it's beautiful and of course, it's **Pompeii.**

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A unique seating experience is yours with our new Duo-Flex™ concept in executive seating. This two-way flex action enables the chair to perform like no ordinary swivel-tilt chair. First, the front edge of the seat is designed to remain at a consistant height throughout the tilting range - thus eliminating undue pressure behind the knee. Second, a soft, subtle flex is incorporated into the back, just above the lumbar region, allowing the back to move with the user while still maintaining constant support to the lower back.

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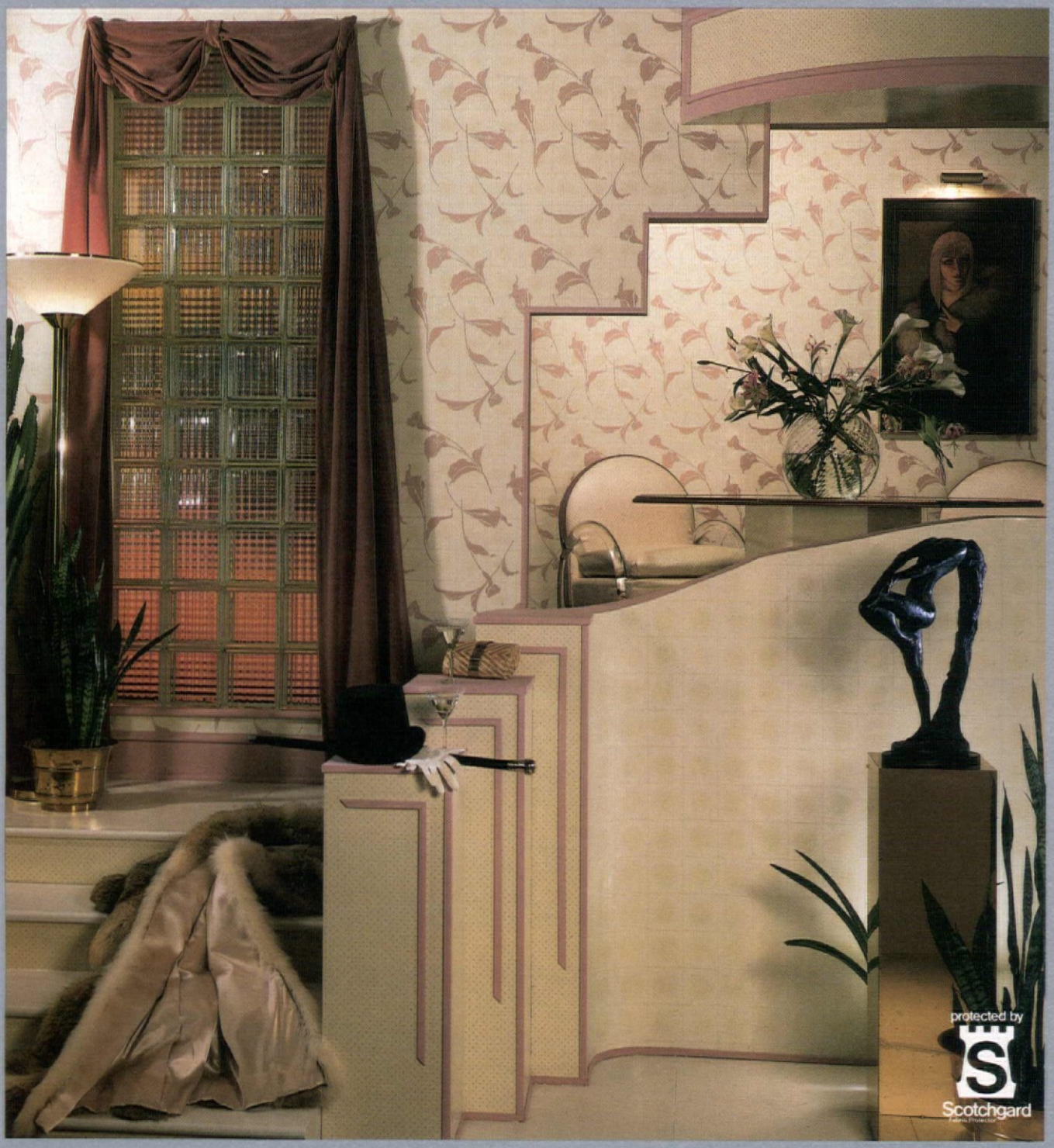

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We fly our carpet into the United States. 6,000 miles at 668mph means we are only 9 short hours away.

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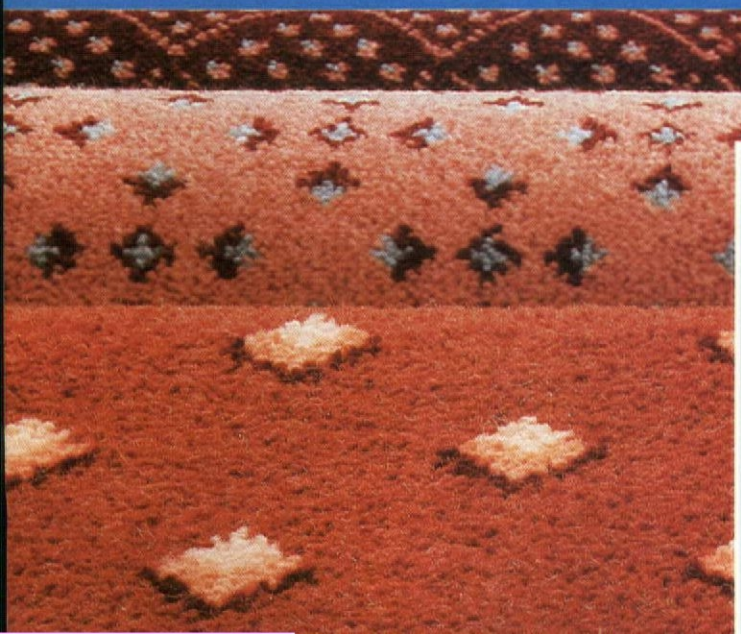

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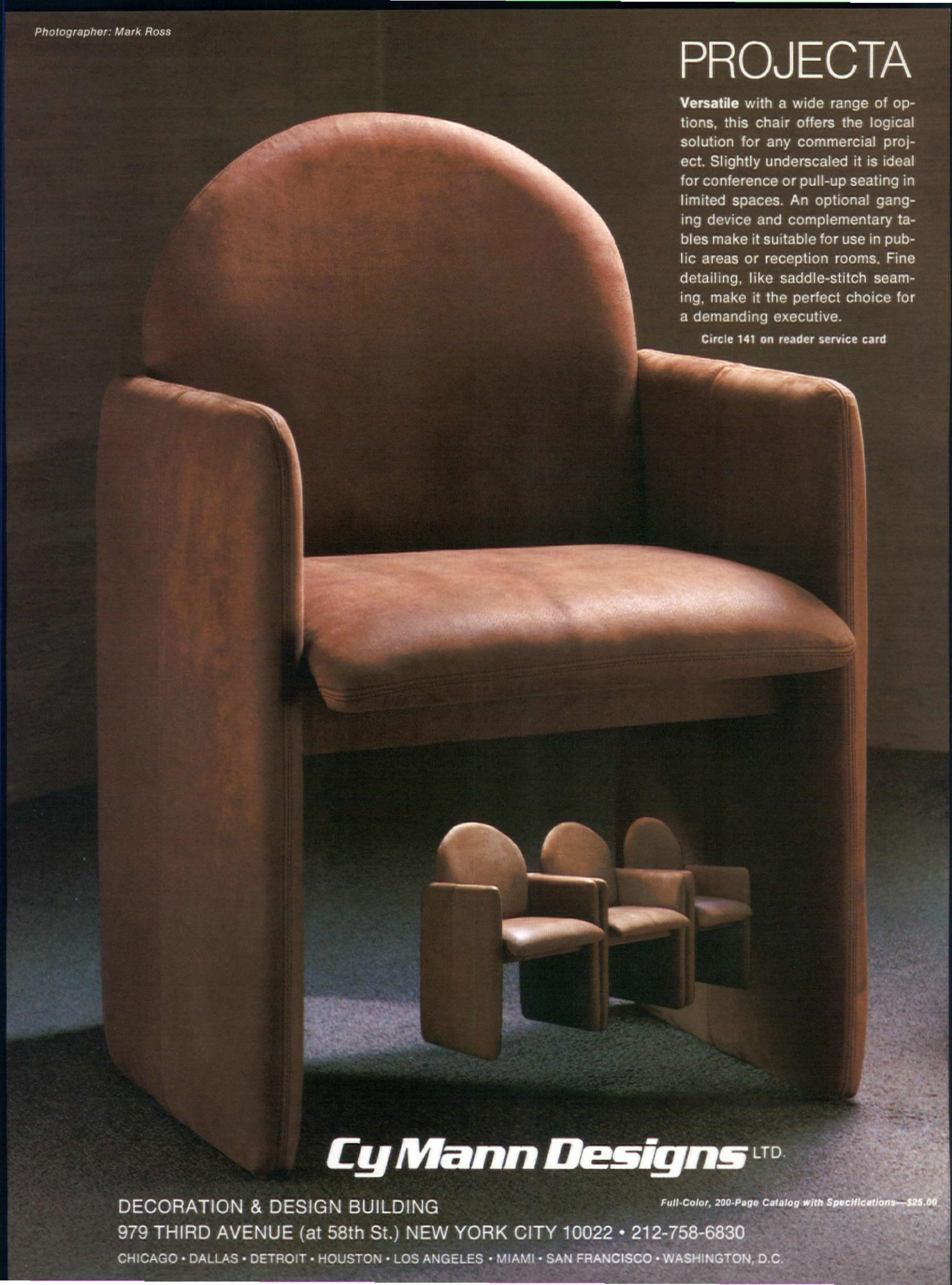
Photographer: Mark Ross
PROJECTA
Versatile with a wide range of options, this chair offers the logical solution for any commercial project. Slightly underscaled it is ideal for conference or pull-up seating in limited spaces. An optional ganging device and complementary tables make it suitable for use in public areas or reception rooms. Fine detailing, like saddle-stitch seaming, make it the perfect choice for a demanding executive.
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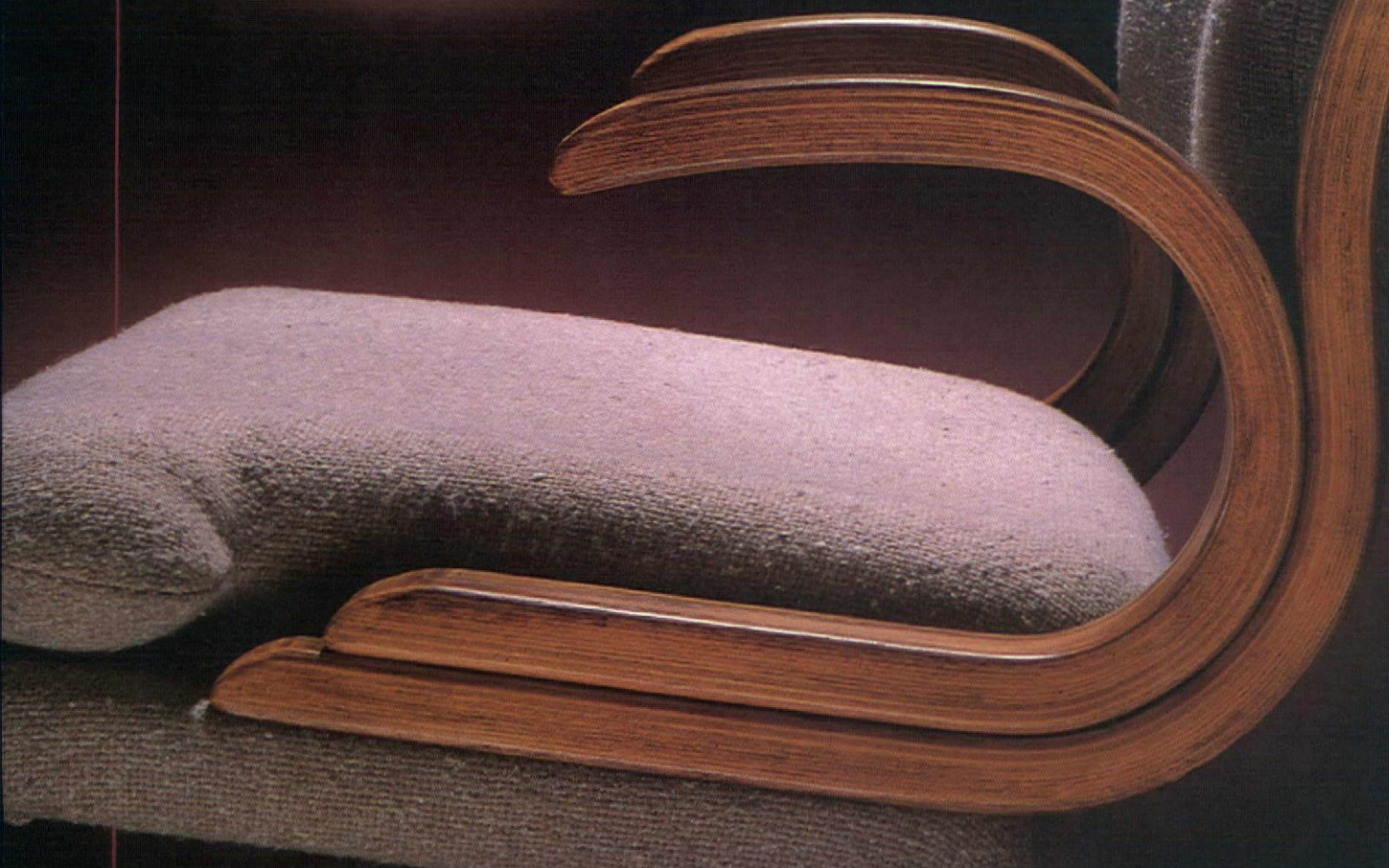

Adagio designed by G. Vander Wood

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QUALITY BY DESIGN

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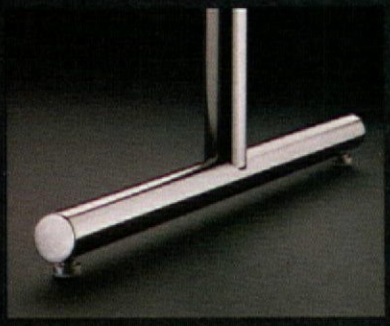

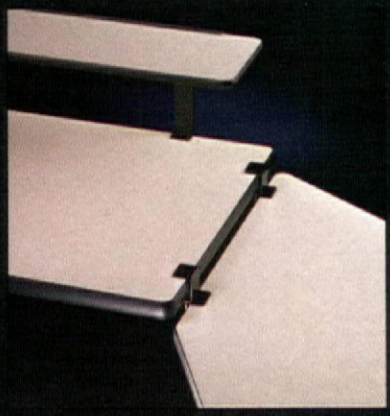

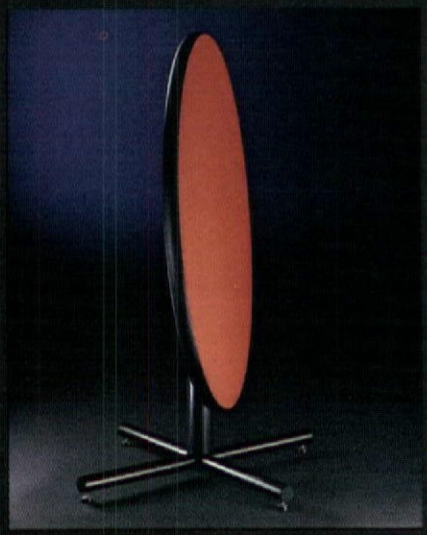

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We eat, sleep, think tables and make many kinds of them very well.

"The point?" one may ask.

The point is there is a touch-point between your work and ours.

You design solutions that work. We design tables that work.

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In the end, when your work comes to life, so does ours.

And whether it's one Howe or a hundred resting on the carpet or parquet or tile in the environment you have created, we're proud to be there.

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TABLES = HOWE *at showrooms across the country.* **HOWE**, *155 East 56, N.Y., N.Y. 10022 (212) 826-0280*

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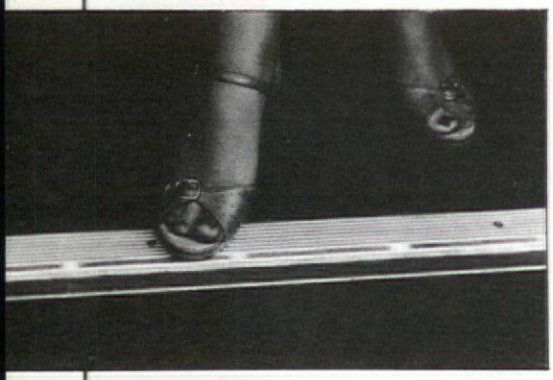
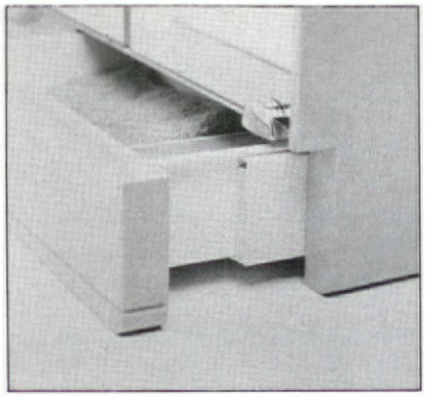


2.5-watt floor light makes steps safer

New Illuminated Step from **Tivoli Lighting** increases visibility of staircases and raised areas for greater safety in interiors. Using only 2.5-watts of power, the light plugs into any wall outlet for easy installation. **Circle No. 441.**

Bath cabinetry resists rust

Rust-, peel-, and warp-proof bath cabinets from **Allibert** have deep, adjustable shelves. Drawers rest on telescopic glides that prevent them from tipping. **Circle No. 447.**

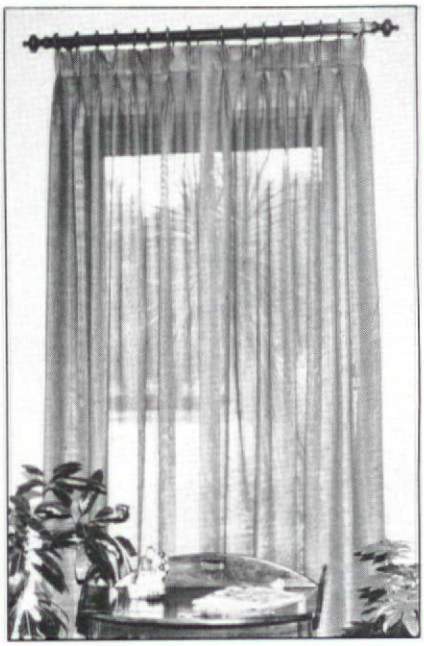


Leather upholstery softens seating

Designed by Cini Boeri, Bolotto lounge is imported from Italy by **Kron, S.A.** Seating is upholstered in aniline-dyed leather. **Circle No. 446.**

Varied chair styles suit many office tasks

Protean seating series from **United Chair** includes 20 models designed for executive, management, and secretarial/word processing staffers. Chairs are ergonomically designed and feature all necessary adjustment mechanisms. Upholstery can be selected from firm's nylon or wool/nylon blend fabric collections. Five- or four-legged bases in chrome-plated and vinyl-coated finishes are offered.
Circle No. 434.



Casement reduces heat build-up

SunScreen™ window treatment from **Phifer Wire Products** is offered as a roll-up shade, drapery, and vertical casement for interior applications. When mounted on building exteriors, it can be installed in conventional screen frames or with tension devices to block sunlight and lower heat build-up. Product insulates windows and doors while reducing glare and prevents fading of interior furnishings.
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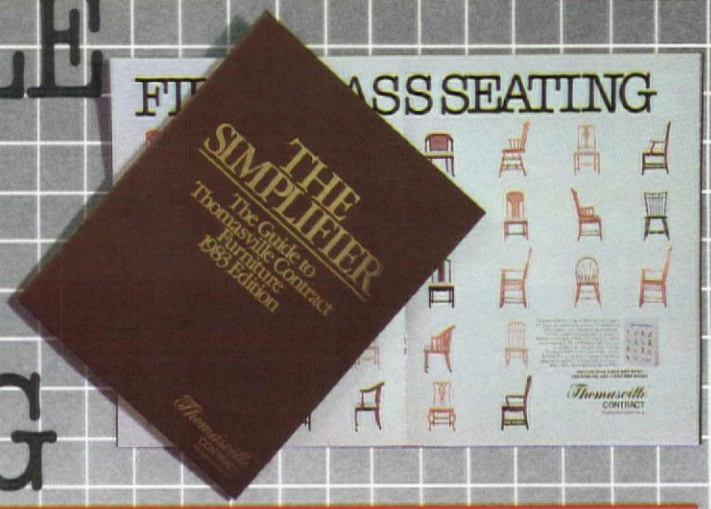
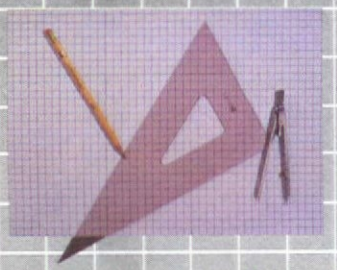


FROM START...



Thomasville is the largest manufacturer of wood furniture in the world. We produce the widest range of high quality products and styles to suit your taste and needs. Whether your specify contemporary, traditional, French or 18th Century, rest assured, Thomasville will deliver furniture with the overall appearance to make your guests feel right at home.

THOMASVILLE IS MORE.
Besides our range of prices and styles and woods, we offer a comprehensive room service program, too. Your personal problem solver. Whether your work requires forty beds for a small centuries-old inn in Savannah or a full-service hotel and its 300 rooms in midtown Manhattan, we deal with you and your problems as if every project is different... because it is.

DESIGN FLEXIBILITY.
From our more than 40 different style patterns, we're asked to make slight and major modifications every day. New hardware here, laminates there. So before you design what your project needs, give us a look. We may have it already.

INVENTORY AND PRODUCT AVAILABILITY.
Because you want the furniture to be there when you need it— not before, and certainly not after— we make sure our most popular collections are always in stock. Our 6.3 million cubic foot warehouse is there to serve you. So, instead of tying up your money in inventory, you can put it to work.

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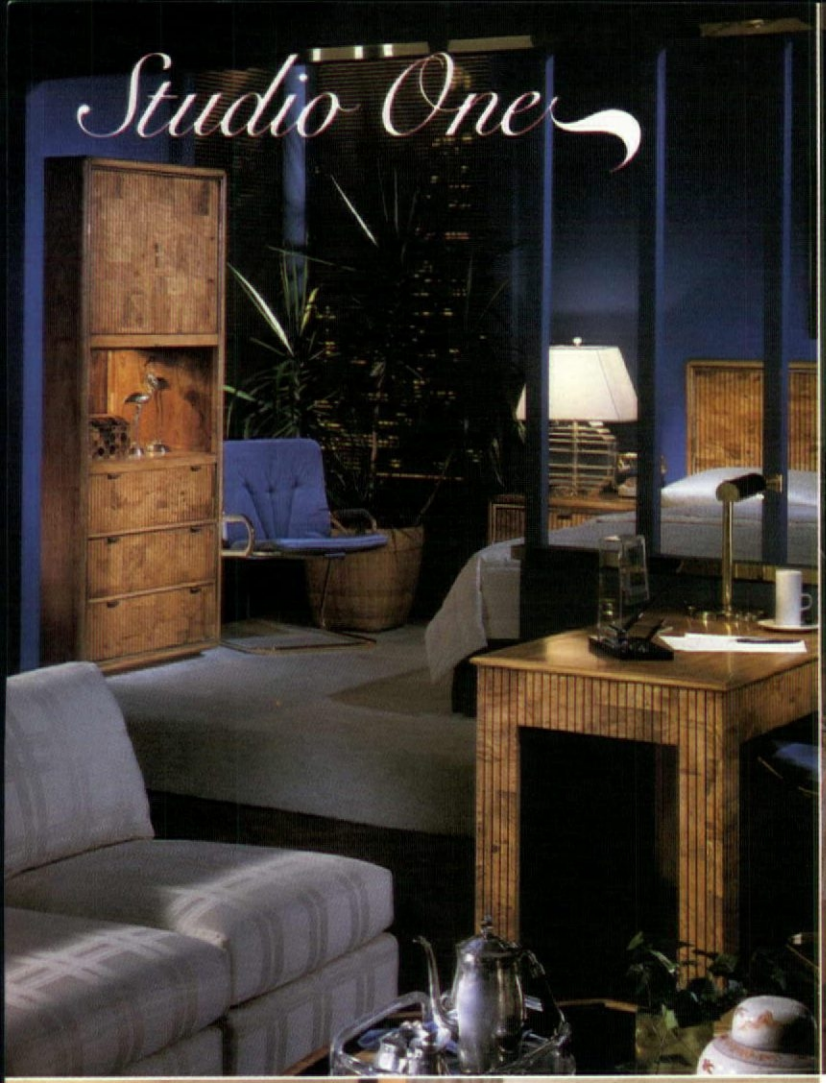

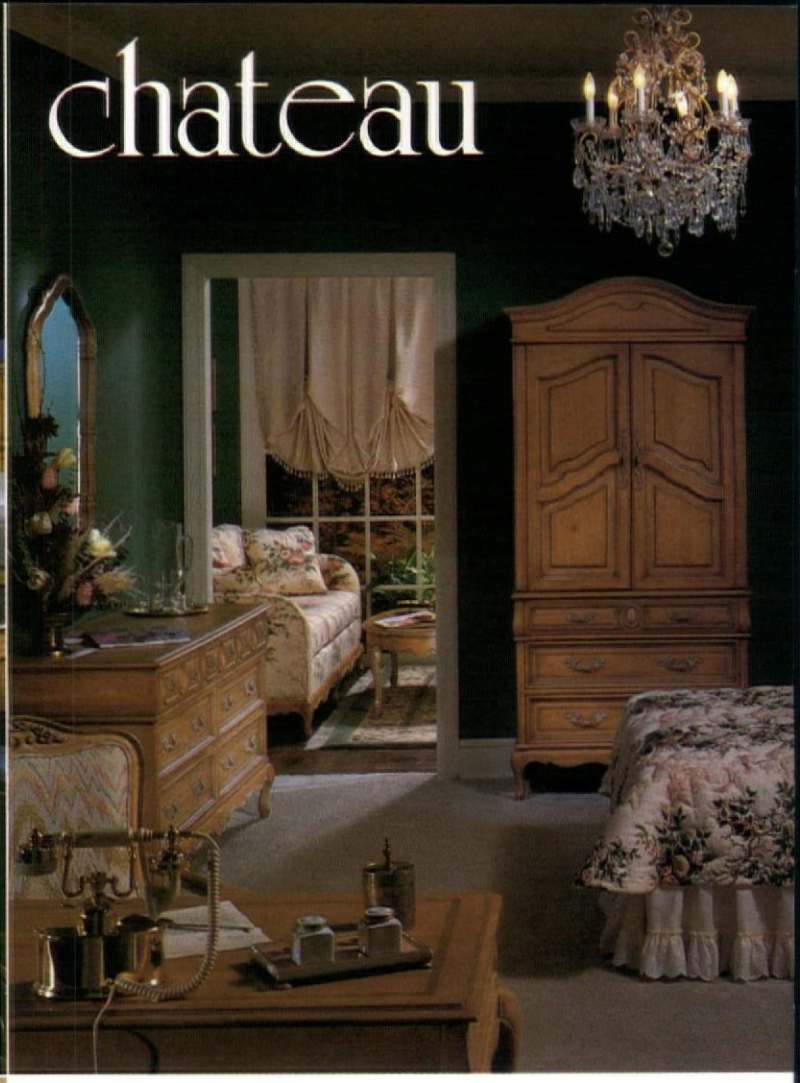

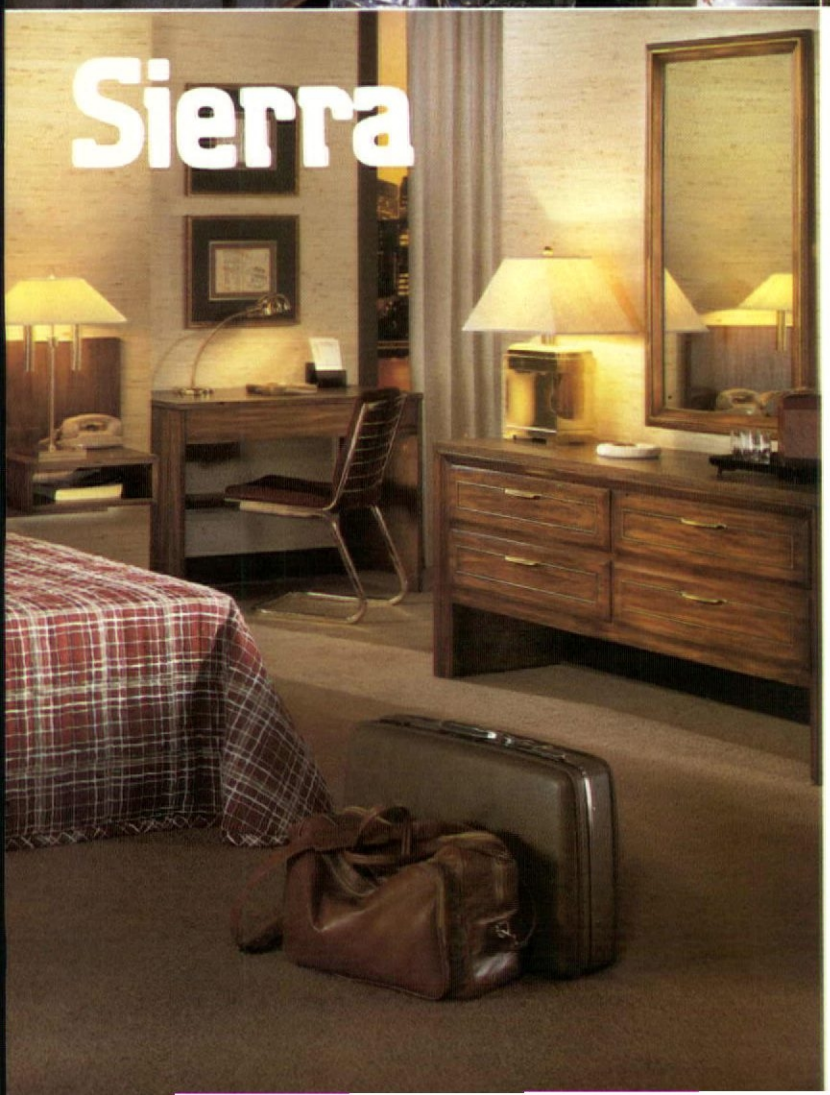

As the world's largest manufacturer of commercial lodging furnishings, American of Martinsville Contract Division offers a spectrum of styles that lend themselves to their environment. The selections include classic traditional for refurbishing or restoration, sleek contemporary for an urban high rise or wicker and bamboo for tropical settings.

As a complete furnishing resource, American provides bedroom, dining room, occasional tables, accent pieces and upholstery as well as party tables, wall units and entertainment systems.

With specific emphasis on quality, American of Martinsville excels in the industry with creative designs, practical engineering and master craftsmanship. The superior construction features incorporated into each functional piece provide durability and lasting beauty.

For additional information, contact American of Martinsville, Contract Division, P.O. Box 5071, Martinsville VA 24115. Phone: (703) 638-2379. Telex: 82-9347.

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The Göte-Möbler approach.

Creating seating that's as comfortable as it is beautiful takes a unique approach. A special ability to combine function and luxury, traditional craftsmanship with contemporary design.

That's the Göte-Möbler approach, and it's reflected here in our Focus Executive, the office chair that mixes business with pleasure, the finest bentwood with exquisite leather upholstery.

The Focus Executive. A beautiful example of why Göte-Möbler has been a leader in Scandinavian chair design for over 30 years.

Göte-Möbler is just one of the many Swedish companies pledged to the Swedish tradition of excellence. A tradition you can see in the way we do business, in the way we live and in our unspoiled landscape of mountains, forests and sparkling lakes.

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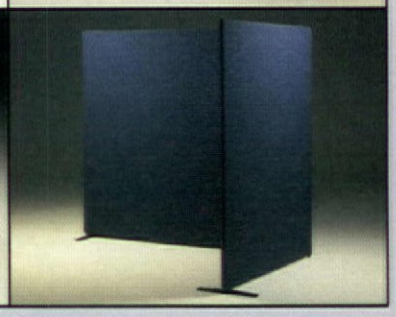

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Landscape Partitions

It's a Cramer you have never known! Newly introduced lines of superbly detailed contract seating and support furniture are in production ***now.*** Please join us during NEOCON 15 at Merchandise Mart Space 9-102 for the official preview of these lines!

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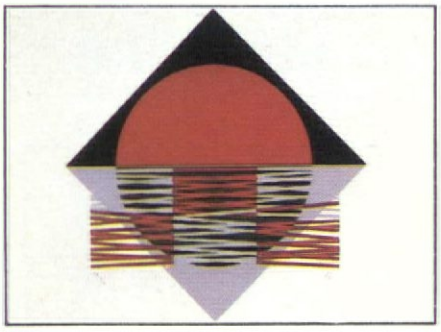
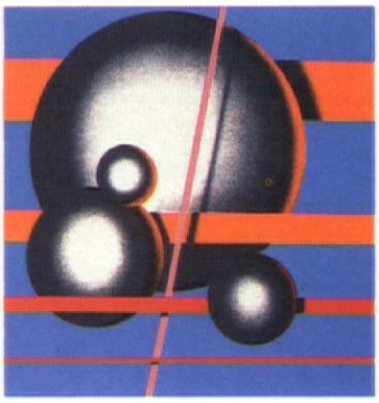




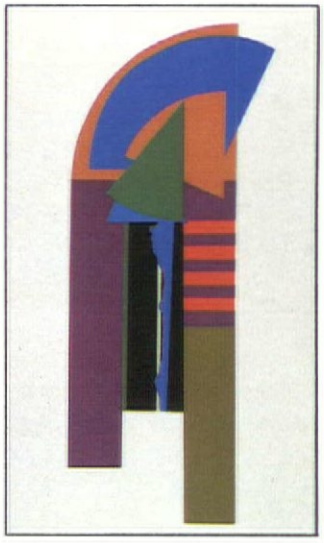
Looking for a better and easier way to acquire art for your client?

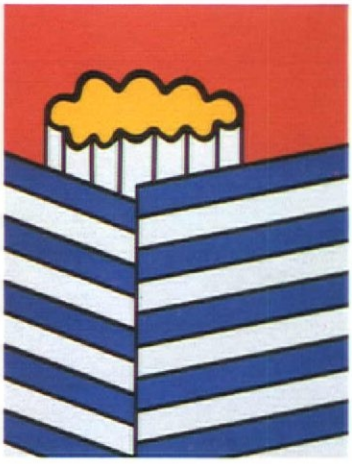
Selecting art for your client is not a "bowl of cherries", as many people think.

It's fun to search for a selection of pretty pictures for your client's facilities . . . for a while . . . but, then the task becomes tiring and frustrating. It takes a lot of time and knowledge to select the kind of art that accurately portrays your client's image to its employees and community.

Consider some of the questions you have to deal with. What are the different sources for art available to you? Are they reliable? Are you paying a fair price for the items chosen from each source? Will the client be pleased with the selections? Who is going to do the framing? Will it be done properly? What about delivery? Installation? Documentation? The list goes on, and those of you who have done it know the responsibilities of the task are not exactly "fun". And finally, what guarantees do you have that what you want will be done according to your specifications?

We can help you answer these important questions. To find out more, telephone or write for our illustrated Corporate Art Portfolio. There is no obligation.





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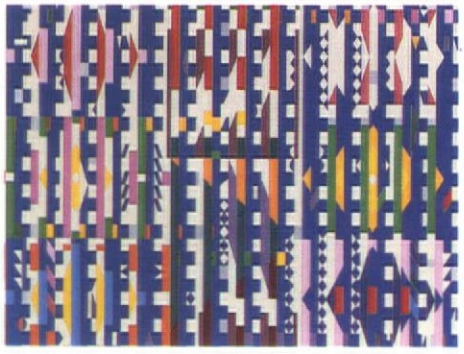

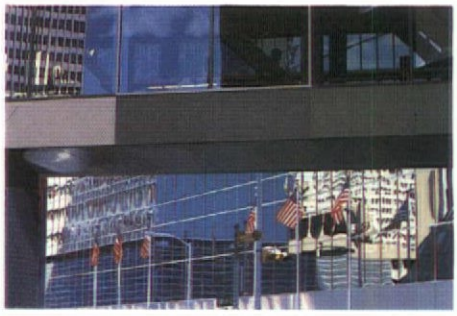

NEW ACOUSTICAL RESEARCH REPORT ASSISTS CONTRACT SPECIFIERS/BUYERS IN THE SELECTION AND USE OF OPEN PLAN PANEL SYSTEMS . . .

- WHICH LEADING OPEN PLAN PANEL SYSTEMS RATE BEST IN ACOUSTICAL PERFORMANCE?
- CAN ACOUSTICAL PERFORMANCE RATING TESTS BE SIMPLY EXPLAINED?
- WHAT ARE THE FUNDAMENTALS OF OPEN PLAN ACOUSTICS?
- HOW DO I PLAN FOR OPEN OFFICE OCCUPANT SPEECH PRIVACY?
- WHAT ARE THE DESIGN GUIDELINES FOR EFFECTIVE ACOUSTICAL SPACE PLANNING?

THE ANSWERS TO THESE AND OTHER RELATED QUESTIONS ARE ALL CONTAINED IN PRODUCT CRAFTERS ® NEW CONTRACT INDUSTRY REPORT ON OPEN PLAN SYSTEMS' ACOUSTICAL PERFORMANCE.

ESPECIALLY DIRECTED AT OPEN PLAN SPECIFIERS, USERS, AND DESIGN PROFESSIONALS, THIS NON-TECHNICAL REPORT FULLY EXPLAINS IN UNDERSTANDABLE LANGUAGE, OPEN PLAN ACOUSTICAL THEORY, GUIDELINES FOR SPEECH PRIVACY DESIGN, AND THE CURRENTLY ACCEPTED ACOUSTICAL LABORATORY TEST METHODS.

THE BASIS OF THIS EDUCATIONAL REPORT IS NEWLY CERTIFIED TEST DATA AND ACOUSTICAL PERFORMANCE RATINGS ON TODAY'S MOST POPULAR PANEL SYSTEMS GENERATED THROUGH OUR EXTENSIVE LABORATORY TESTING PROGRAM AT A COST OF OVER $40,000.

FOR THE FIRST TIME, YOU AS AN INTERESTED CONTRACT PROFESSIONAL CAN UNDERSTAND OPEN PLAN ACOUSTICS, POSSESS A VERIFIED COMPARATIVE REFERENCE ON THE LEADING SYSTEMS' ACOUSTICAL PERFORMANCE CRITERIA, AND LEARN HOW TO PLAN FOR SPEECH PRIVACY IN BOTH NEW AND RENOVATED BUILDINGS.

. . . AND ALL THIS IS AVAILABLE AT A PRICE THAT IS NO MORE EXPENSIVE THAN WHAT YOU MIGHT PAY AN OUTSIDE EXPERT FOR ONE DAY OF PROFESSIONAL SERVICES.

MAKE AN INVESTMENT IN YOUR NEXT PROJECT'S ACOUSTICAL SUCCESS BY ORDERING YOUR COPY OF THIS VALUABLE COMPETITIVE ANALYSIS AND SPACE PLANNING GUIDE.

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- CERTIFIED NRC, STC, AND PBS ACOUSTICAL TEST DATA ON THE ABOVE MAJOR SYSTEMS
- CLEAR DESCRIPTIONS OF TEST PROCEDURES AND PERFORMANCE RATINGS
- FUNDAMENTALS OF SPEECH PRIVACY
- TECHNIQUES FOR SUCCESSFUL ACOUSTICAL SPACE PLANNING
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If you could review over 4,000 possible design combinations per minute, it would take about one hour to cover all the possible seating choices offered by The Oggo Collection.

Oggo offers an impressive array of beautiful, dramatic finishes, colors and covering textures, in fine, traditional stylings, that can be easily customized to suit any theme or decor.

Blend this with our years of experience and dedication to the highest quality. Add our computerized office facilities, our large on-hand inventory and prompt delivery, and you'll have the ideal combination for all your seating and design requirements.

See us: at the NRA Show, Space #4308, at NEOCON, Space #1098.

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Custom tables adapt to multi-use spaces

Inner Concepts Inc. offers modular conference tables in lengths starting at 11 ft. and increasing in 5-ft increments. Tables consist of two, 5-ft. half-circle sections that adapt to conference, presentation, and classroom configurations. Tables are available in wood and plastic laminate. **Circle No. 438.**

Ceiling tile aligns for design continuity

New 12- by 12-in. acoustical ceiling tile from **Armstrong** features channel-cut edge detail which permits better alignment of tile face scoring for greater ceiling design continuity. Called Ridgewood, tile has an NRC rating of .60 to .70 and a light reflectance rating of 75 percent. **Circle No. 444.**

Sleek credenza is oil-finished

All-wood credenza is made with select American white oak or book-matched walnut veneers. Radius-edge styling is enhanced by a natural oil finish and hand-rubbed lacquer protective coating. Unit is manufactured by **Cleater Corp. Circle No. 437.**

Hardwood posts make desks durable

Executive Furniture's new wood desk line features heavy-duty end panels flanked by contoured, hardwood posts that assure durability. Desks are finished in walnut lacquer with matching laminate tops. **Circle No. 439.**

Slotted panel inserts fit many components

New Action Office panel system from **Vaughan Walls,** a recently acquired subsidiary of Herman Miller, features splines with slotted inserts that accept all Action Office components. Hanger reveals are offered in five anodized aluminum, in-stock colors.
Circle No. 443.

New Horizons from AGI

Open your eyes and discover new horizons in design with AGI's contemporary selection of contract furnishings. Included is the Alto chair grouping that expands the designer's options with a selection of three arm styles.

New designs now make up sixty percent of AGI's line. This totally new direction signals AGI's commitment to the future, emphasizing creative versatility for designers.

Look to the future and discover new horizons in design with AGI.

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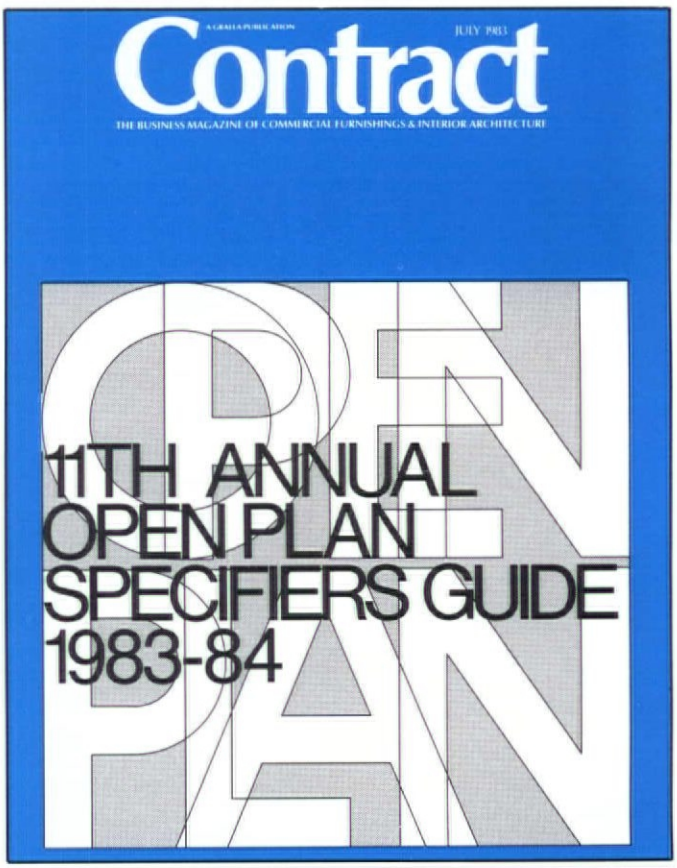
Neocon Space 968 Chicago Merchandise Mart

Coming in July

Your Comprehensive Annual Guide To Open Plan Systems, Products & Suppliers . . .

CONTRACT'S 11th Annual Open Plan Specifiers Guide 1983-84



Fully Updated For Use Throughout The Year Ahead!

This July, and for the next 12 months, whenever you and 29,000 contract specifiers need data on open plan systems and products to meet your specifications (as well as the suppliers to meet your needs), turn to CONTRACT's 11th Annual Open Plan Specifiers Guide.

It's your convenient, easy-to-use, one-stop reference source of manufacturers, products and capabilities for all these open plan categories:

- Total Systems
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- Wall-Mounted Acoustical Panels
- Plants & Planters
- Acoustical Ceiling Systems
- Lighting
- Raised Floors
- Power & Telephone Sources
- Carpet Tiles
- Open Plan Installation Specialists
- Masking Sound Systems
- Alphabetical Manufacturer Listing

July CONTRACT also provides timely coverage of important industry developments, plus these special features:

- **ASID Conference Preview**—Advance coverage of the American Society of Interior Designers annual conference and expo, July 28-August 1, Boston.
- **Lighting Product Review**
- **Wire & Power Management Update**
- **Plants and Planters Review**

Advertisers: Place your ad message where top volume-buying contract specifier/buyers seek open plan systems, products and suppliers all year long . . . July CONTRACT's Open Plan Specifiers Guide. **July ad space closes June 10.**

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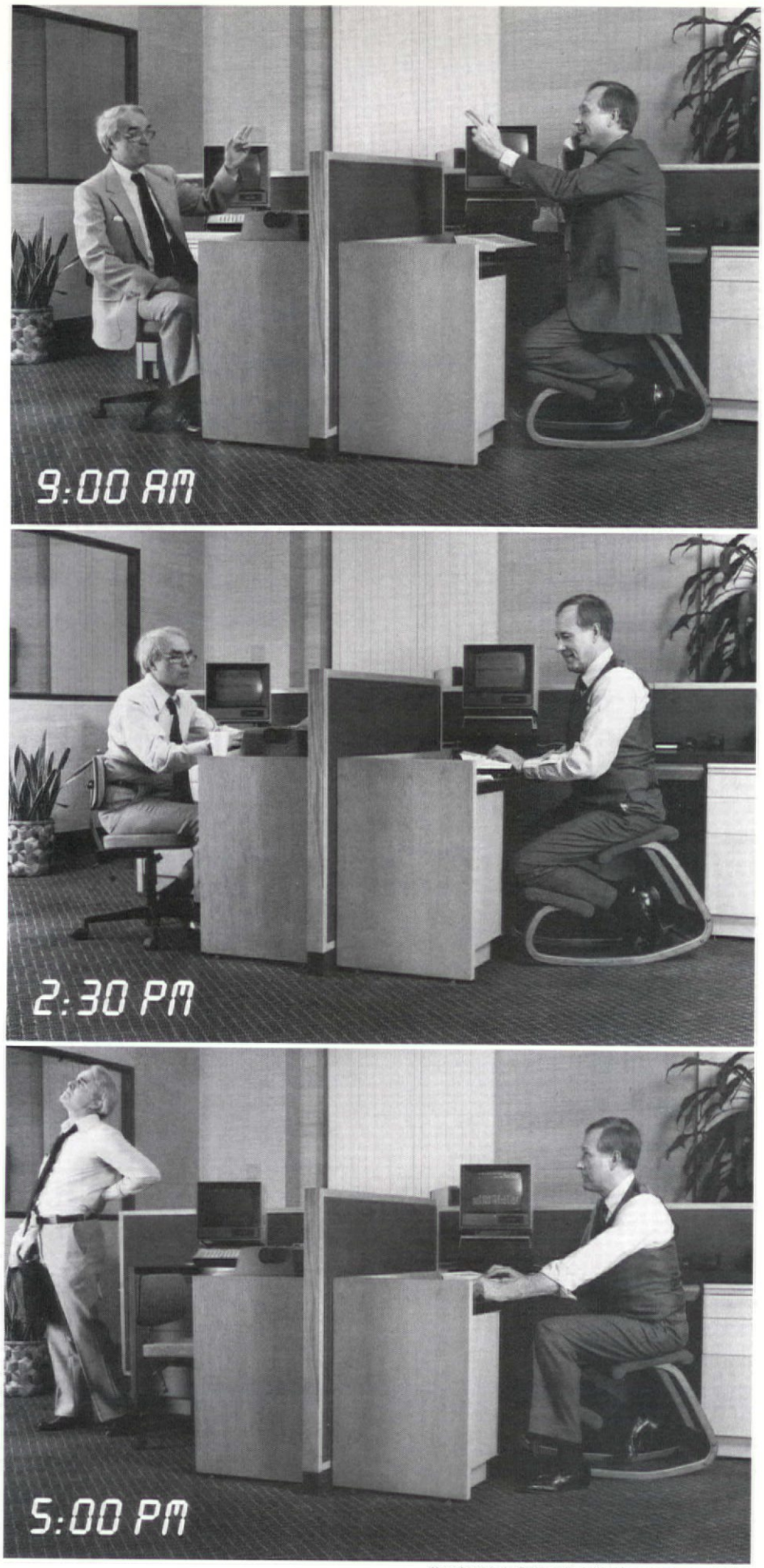

Now shown in the Smithsonian Institute's contemporary collection.

The chair that works overtime

There's a revolutionary concept in office seating that takes the discomfort and stress out of working long hours. The Balans Variable® Chair provides extraordinary comfort and freedom, increasing efficiency all day.

Conventional chairs bend the body at a 90-degree angle, often causing neck, back and stomach discomfort. The Balans Variable Chair helps relieve pain by allowing the body to relax in a position of natural balance, straightening the spine and promoting deep, full breathing. With its trim, efficient design, the Balans Variable Chair is ideal for architects, computer programmers and executives.

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Tables in a CRT work station must properly interface with the equipment. Just as important, the furniture must promote operator comfort and efficiency.

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You can choose from tables with recessed wells, single surface or split-top units, double-stemmed tables and printer stands. Many units include trays and shelves for added convenience.

Facit office furniture does more than work well with all computer systems. It also works well with all operators.

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So whatever the models of your computers, or the physiques of your operators, choose Facit human factor tables for your work stations.

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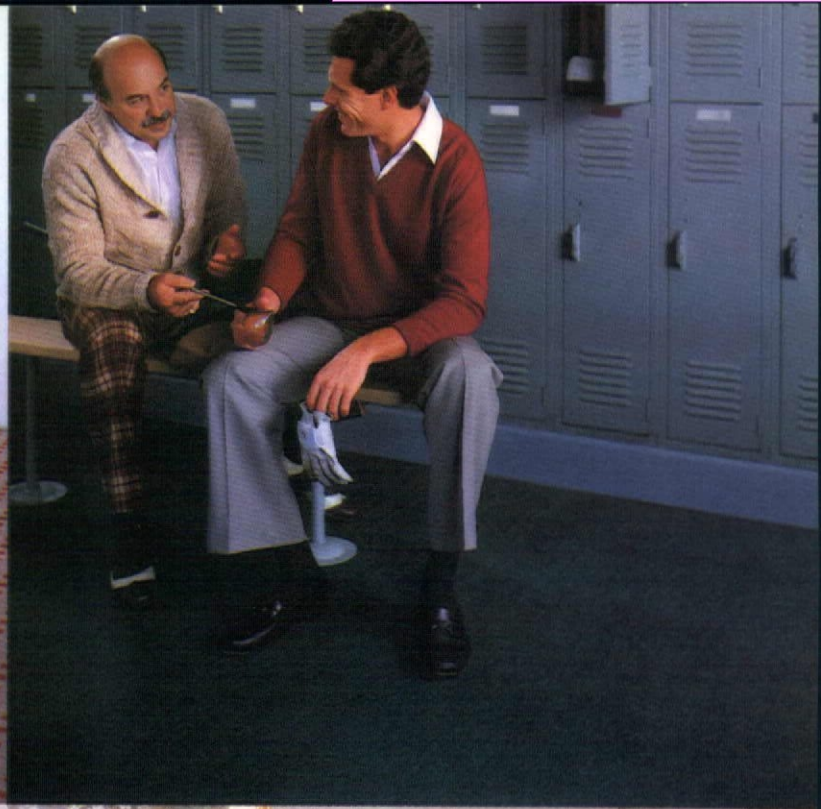

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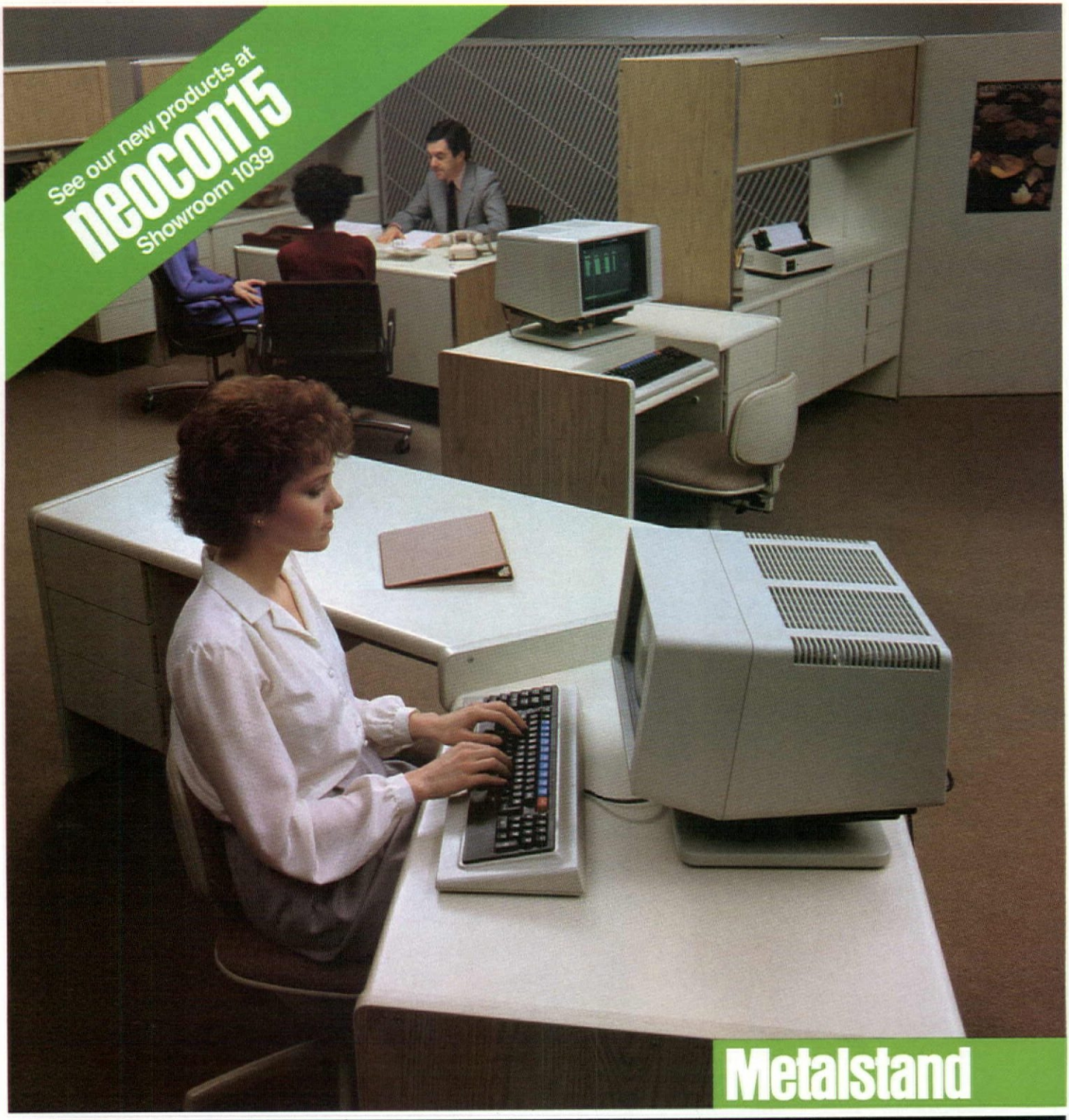

Metalstand speaks computer language

Metalstand Computer Furniture speaks a language your computers and their operators understand. Like split level work surfaces for optimal visual and manual use of CRTs. Swivel platforms for shared terminal use. Angled workstations for efficiency. Wire management for convenience and visual simplicity. Lateral filing and storage for EDP printouts.

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All in a language your budget director understands.

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Co-sponsored by Gralla Publications' Contract and Facilities Design & Management Magazines

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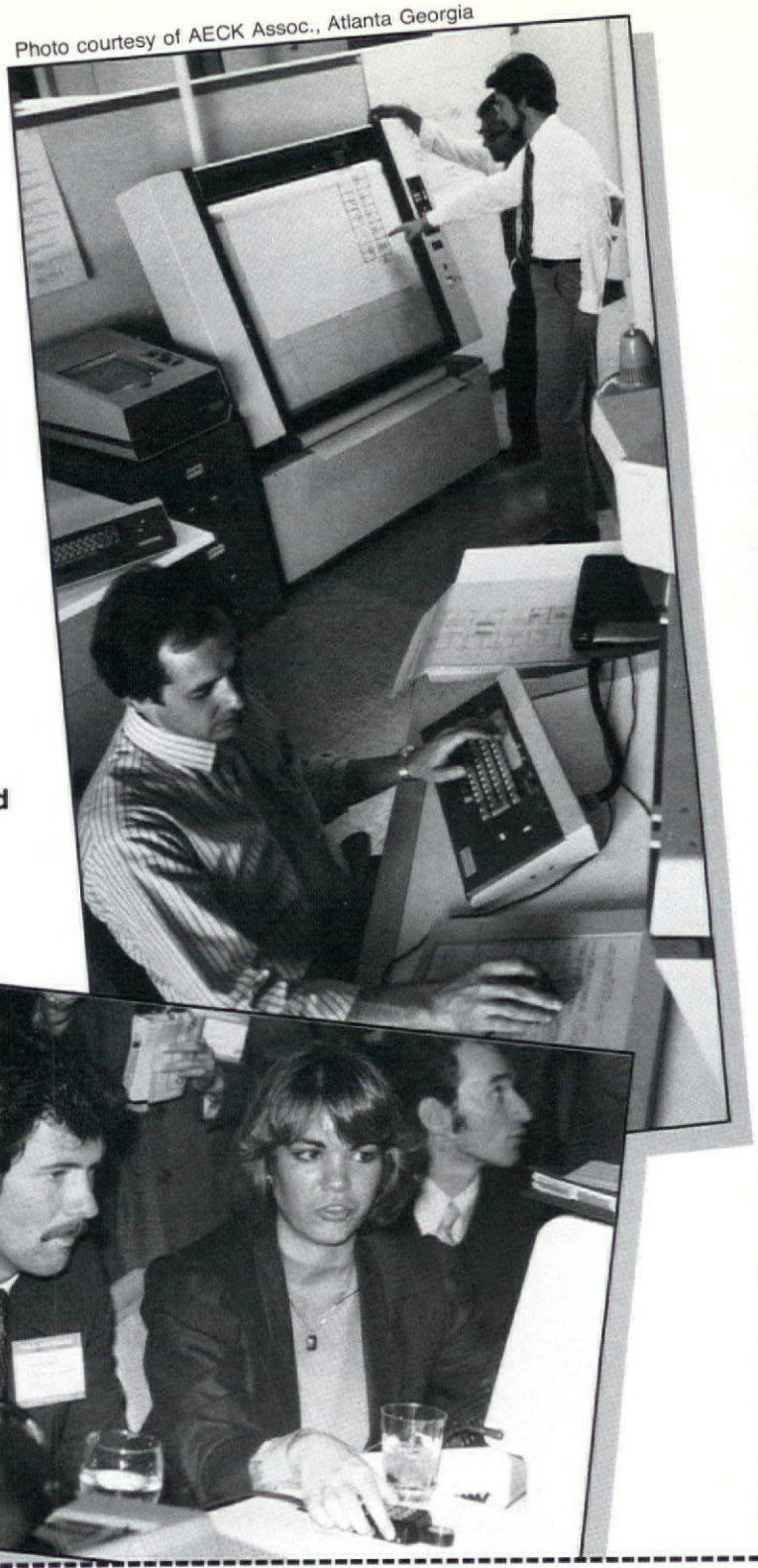

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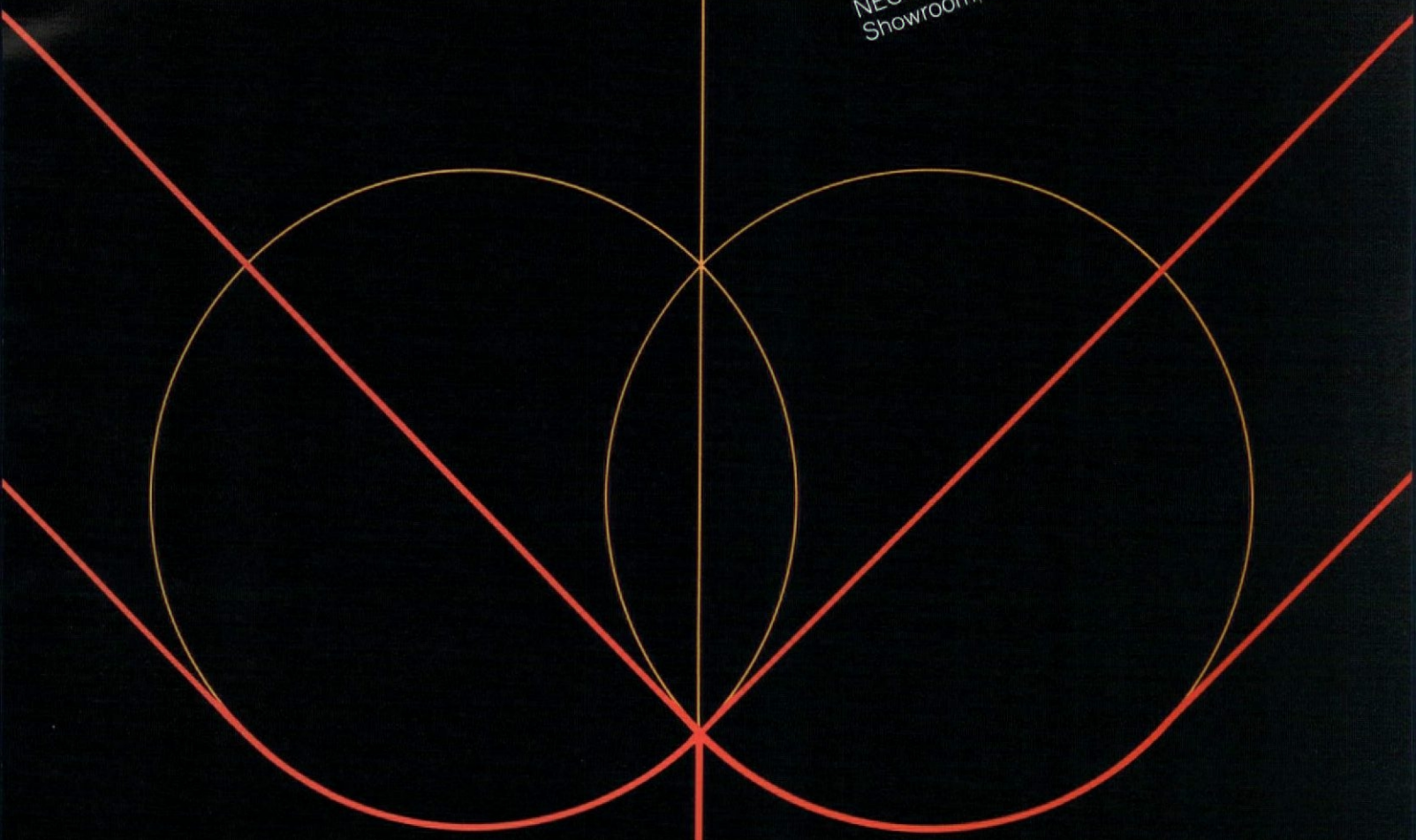
ARCUS

Arcus a furniture collection designed by David Ebert. An imaginative expression of contemporary sophistication with the richness of detail embodied in classical architecture.
Arcus will be introduced at NEOCON XV. Modern Mode Showroom, Space 885.



The Modern Mode Edge
Furniture that works together on every level.
Modern Mode Incorporated
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415 568 6650
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STAR-LIT NIGHT SIMULATED WITH PANEL

"Starlite Drop-In" ceiling panels from **Tivoli Industries** consists of low-voltage, low-energy, miniature lamps attached to polycarbonate sheets. Designed to simulate a star-lit night, panels are provided in 2- by 2-ft. sections with a 3.2-watt power consumption or 2- by 4-ft. sections with a 6.4-watt consumption. **Circle No. 489.**

DISPLAY NEEDS MET BY MOVABLE GLASS CABINETRY

Prisma, a new storage display system from **Cy Mann**, is available in single and multiple units. Glass cabinetry is framed in brushed or polished steel, brass, or chrome and features recessed quartz lighting that increases visibility of displayed items. Units are offered in seven lacquer colors, four wood finishes, and a variety of depths and heights. **Circle No. 453.**

Visit these showrooms during Neocon and sign up for the daily drawing for a free Kodak disc Camera.

Coral
Space No. 800
The Merchandise Mart
Chicago, IL 60616

Ben Rose
Space No. 11123
The Merchandise Mart
Chicago, IL 60616

Homestead Fabrics
Contract Division
Showroom: Hyatt Regency Hotel
Wacker Dr., Chicago, IL 60616

Design Tex Fabrics
Space No. 1175
The Merchandise Mart
Chicago, IL 60616

Cohama Specifier
Apparel Mart
847 Apparel Center
Chicago, IL 60616

Lazarus Fabrics
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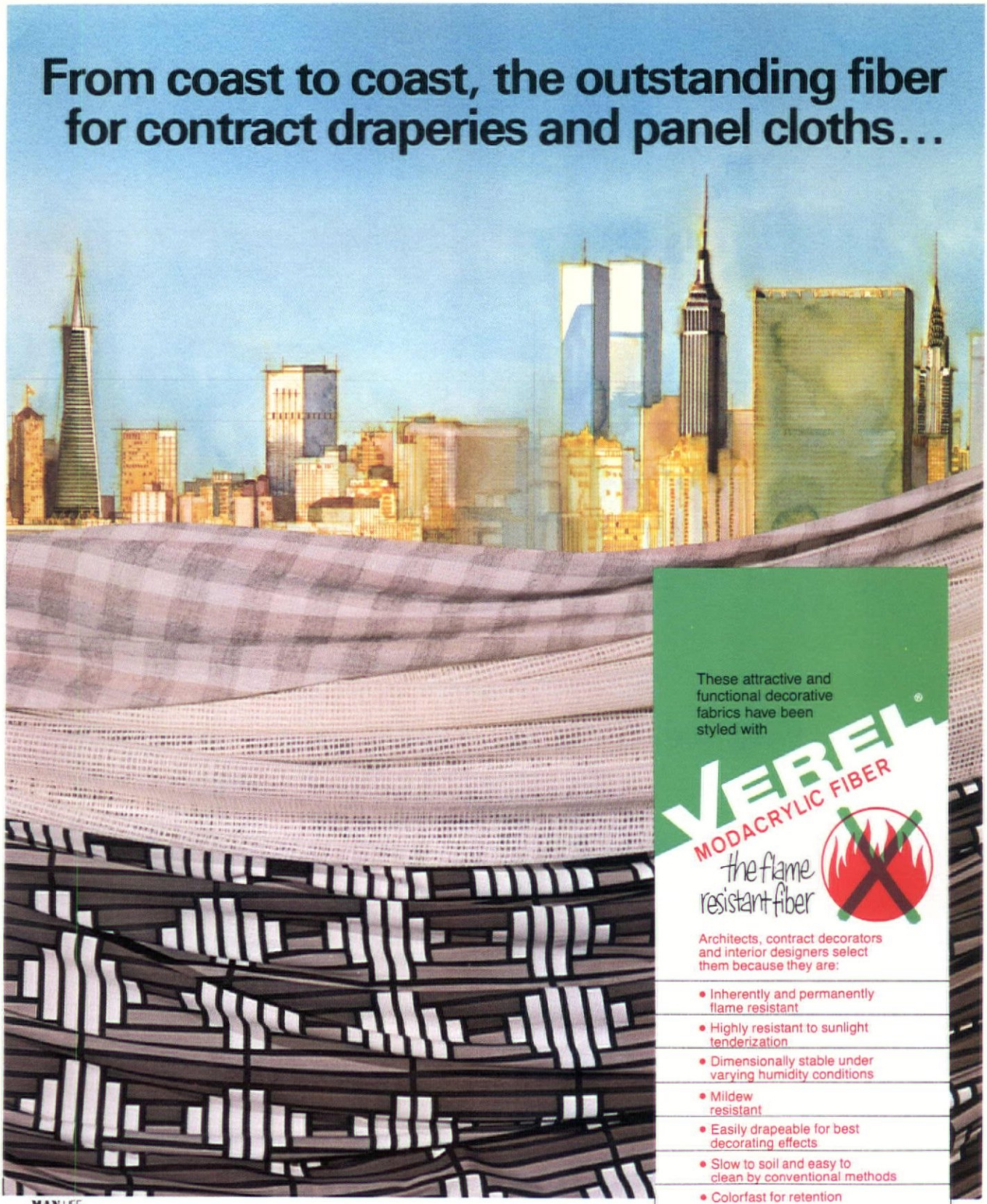

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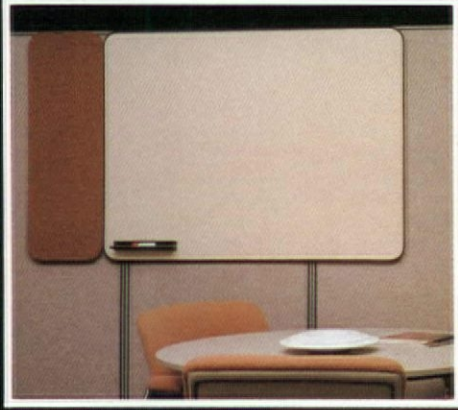

Your choice of writing surfaces: dry erase boards in beige porcelain steel or white melamine; chalkboard surfaces in brown, green or black. Choose tackboards in natural cork or decorator fabrics. Available in a wide selection of sizes. CONTOUR™ Boards mount to walls or landscape partition panels.

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Open Plan. Floor to Ceiling. Or Both.

Why take sides when both sides are making strong points. Trendway understands both sides and provides for each. Floor to ceiling partitions and open plan. When job function parameters call for open plan plus private environment, we don't think your choice should be limited. We provide both privacy and visual communication, in what ever ratio you want for environmental efficiencies.

ALL COMPONENTS FIT EITHER SYSTEM. Trendway includes all the great space and motion savers, and they fit either system. Coordinated now and/or interchangeable later. Select from a rainbow of fabrics, trim colors or textured vinyl surfaces. Pick work surfaces; shelves; lateral files; flipper door units; glass panels and much much more. Add coordinated tables and desks.

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TRENDWAY

For product information write Trendway Corporation, 13467 Quincy Street, P.O. Box 1110, Holland, Michigan 49423, 616-399-3900.

See us at NEOCON space 1049

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#1

SEF® FLAME RETARDANT DRAPERY

S Superlative colors, styles, patterns and textures.

E Effectively durable and washable.

F Flame retardant permanence.

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modacrylic fiber by
Monsanto

WILL NOT SUPPORT FLAME

SEF flame retardancy* is not a superficial coating but is made an inherent part of the fiber. That's why SEF fiber is self-extinguishing, resists flame spread and most important, can't be washed away.

SEF fiber is easy to process in all steps of manufacturing, offers good dyeability and printability and results in a luxurious hand and drape.

For a list of fabric sources and a fact filled booklet on SEF, the leader in inherently flame retardant fiber applications, call or write Ben Layton, Monsanto Textiles Company, 6230 Fairview Road, Suite 400, Charlotte, N.C. 28210. Telephone: (704) 554-4032.

*In proper constructions.
SEF is a registered trademark of Monsanto Company.

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25th Annual S.M. Hexter Awards for the "Interiors of the Year"

First Award Residential
Barry Brukoff

Brukoff Design Assoc., Inc., San Francisco. A Malibu, ocean front Living-Dining Room, selected by the Jury for the designer's creation of an exciting and livable interior in which the monumental proportions of the room are reduced to human scale through the effective use of space, finishes, materials, color and a highly flexible lighting system.

First Award Non-Residential
Robert J. DiLeonardo

DiLeonardo's Interiors, Inc., Cranston, R.I. A Stuart, Florida Restaurant, selected by the Jury for the designer's skillful integration of the interior to the architecture and the geographical location through effective coordination of many diverse materials and clever utilization of a large space dividing it into a number of well organized smaller areas.

Honorable Mention Residential

Daniel J. Kiser, ASID
Kiser Gutlon Assocs., Inc., New York, N.Y.

William McWhorter, ASID
McWhorter & Assocs., Los Angeles, Cal.

Honorable Mention, Non-Residential

Diane M. Hecht
D. M. Hecht & Assocs., Inc., New York, N.Y.

Deborah Young Lim
Morris Aubry Architects, Houston, Texas

Sandra H. Sober, ASID
Sober Design Assocs., Inc., Tulsa, Oklahoma

The Judges

Martin Elinoff, FASID, National President, American Society of Interior Designers, Martin Elinoff Assocs., Newton Upper Falls, Mass.

Sherman Emery, Editor, Interior Design Magazine, New York, N.Y.

John E. Herron, FIBD, National Secretary, Institute of Business Designers, C&H Design Group, Dallas, Texas

Melanie Kahane, President The Decorators Club, Melanie Kahane Assocs., New York, N.Y.

Christian Rohlfing, Assistant Director, Emeritus, Cooper-Hewitt Museum, New York, N.Y.

Showrooms: New York, D&D Building, 979 Third Ave. (212) 355-5587; Cleveland, 2800 Superior Ave. (216) 696-0146; Chicago, Space 6-136, Merchandise Mart; Los Angeles, Pacific Design Center; Atlanta, Boston, Cincinnati, Dallas, Denver, Detroit, Hawaii, Miami, Minneapolis, Philadelphia, Phoenix, San Francisco, Seattle, St. Louis, Toronto, Vancouver, Washington D.C.

Du Pont TEFLON soil & stain repeller

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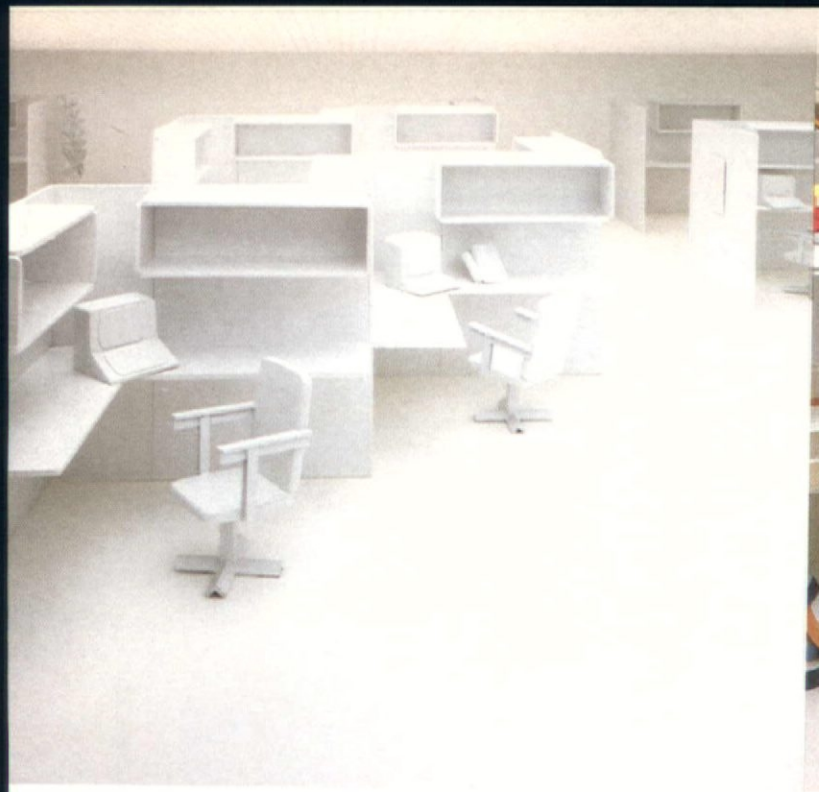

It won't be a model office for long.

You've designed the perfect automated office.

Use of space. Traffic flow. Work flow. Aesthetics. Acoustics. Electronics. Ergonomics. Everything's right.

Wrong.

Because all you need to do now, is to project the real effects of the computer into the picture. And, whoops, you missed something.

Computer clutter. Or information media as it's formally referred to.

Yes, this mass of input and output media generated by the computer is a real problem today.

As automation has found its way out of the computer room and into the mainstream office, with it comes all its oversized paper documents and odd sized magnetic media. Material that simply doesn't work into conventional 8½" x 11" filing cabinets and components.

So where does it get filed? Good question.

Wright Line has some good answers.

You see, Wright Line has been picking up after the computer since its early years. We've been the acknowledged leader in information media management in the computer room. And now we're the first to address automation's filing needs in the office.

Our unique system of filing devices, cabinets and work surfaces is compatible with all office and systems furniture lines. So now you can specify our products without sacrificing quality or aesthetics.

If you'd like to know more about Wright Line, or how we can consult with you during your early planning stages, contact Wright Line, 160 Gold Star Boulevard, Worcester, Massachusetts 01606.

Wright Line
A UNIT OF BARRY WRIGHT

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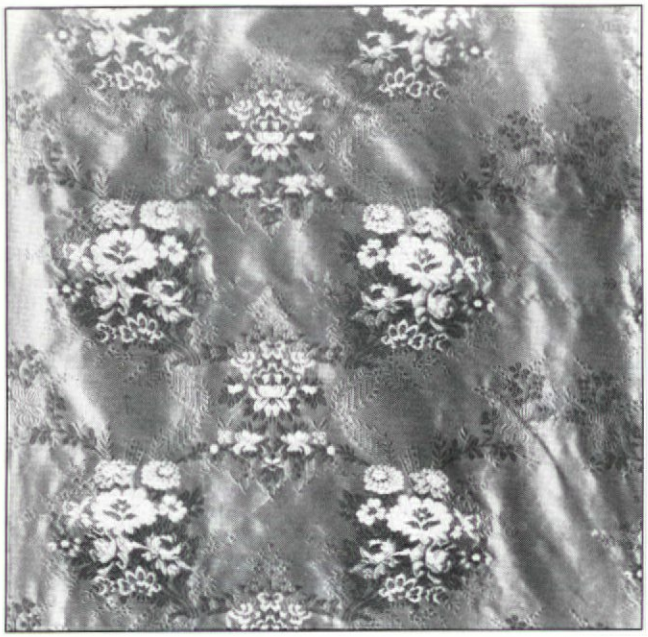


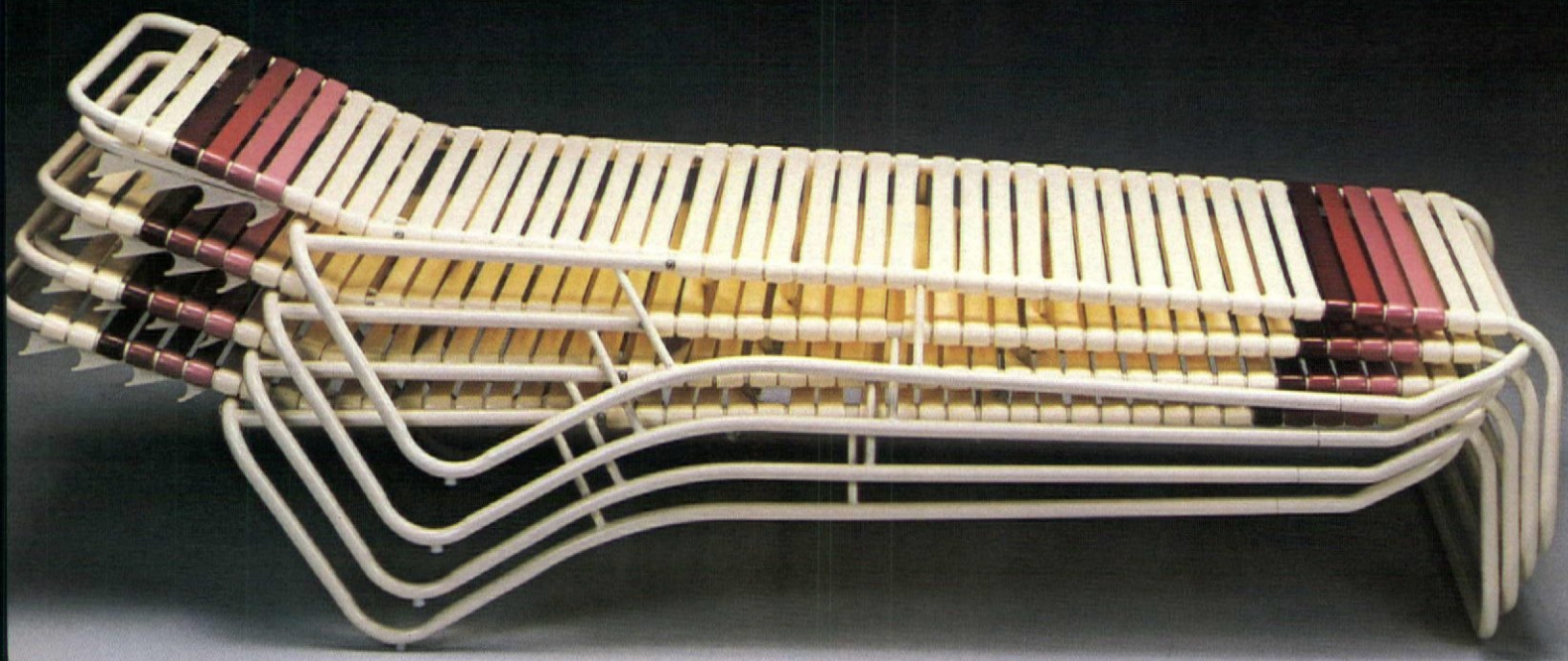
DETAILED FABRIC IS EXPO HIGHLIGHT

This 100 percent silk, hand-woven brocade fabric by Setificio De Negri was one of many new textiles found on display at the recent Texitalia Casa exhibition. Sponsored by the **Italian Trade Commission,** the event introduced U.S. specifiers to many new Italian upholstery, drapery, and bedspread collections. **Circle No. 451.**

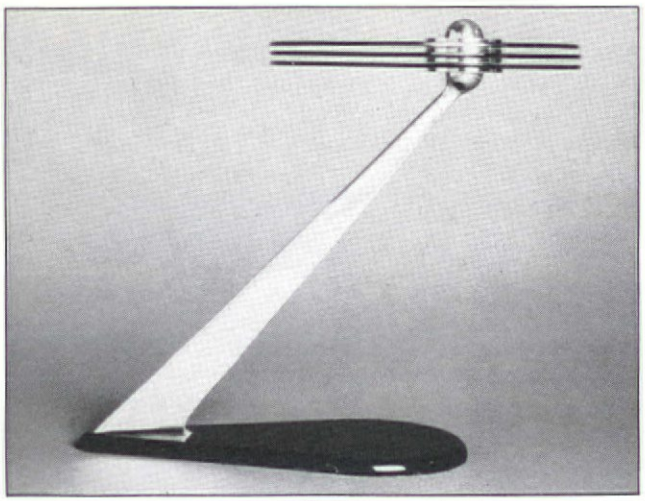
MAHOGANY INCREASES DESK SPECIFICATION OPTIONS

Triad, a facet-edge desk line from **Gunlocke,** is available in walnut, oak, or mahogany—a new specification option. Collection includes single-, double-pedestal, and secretarial desks as well as credenzas, returns, and lateral files. **Circle No. 454.**

"Mallin Contract: Your



Mallin has the resources to meet your contract needs. Our family of companies can provide beautiful outdoor furniture, fine rattan collections, a colorful spectrum of umbrellas and unique portable spas. For your nationwide contract needs, let Mallin be your source of convenience.

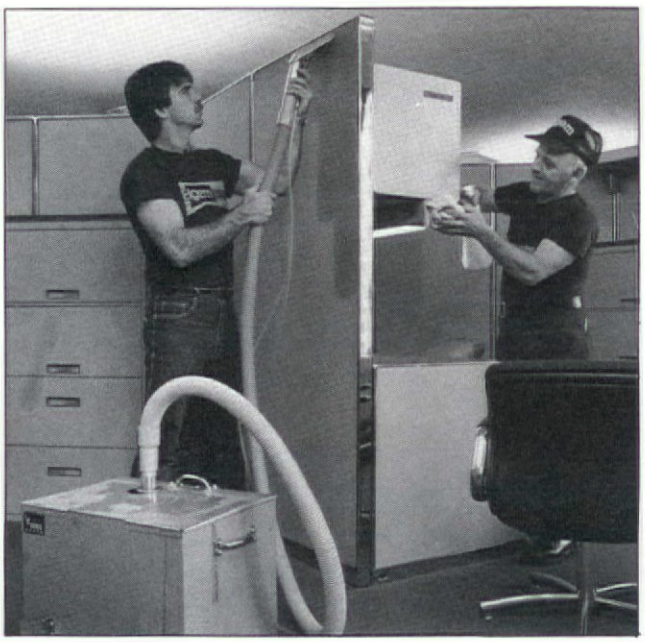


DESIGNER SEES TABLE FROM A NEW ANGLE

Lounge Companion Table is designed by **Bruce Keiser.** Futuristic, streamlined shape is enhanced by a uniquely styled marble base and three, ¼-in. plate glass circular tops. **Circle No. 462.**

FIBERGLASS SIGNS ARE DURABLE, WEATHER-RESISTANT

Polysign, **APCO's** molded fiberglass exterior sign system with Intaglio imprinting, is resistant to weather, vandalism, and fading. Molded panels mount in many ways. **Circle No. 491.**



SYSTEM CLEANING COMPANY FORMED

Elgem Nationwide Panel & Furniture Installers formed the **Modular Systems Cleaning Co.** to protect clients' investments in modular office systems. Company services include deep steam cleaning of fabrics and upholstery, refinishing of wood panels and furniture, special care of plastic and metal surfaces, and spot and stain removal. **Circle No. 490.**

source of convenience"

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Pacific Rattan, Sun-Aire Umbrella, Carefree Portable Spas. Circle 172 on reader service card

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See us at Neocon

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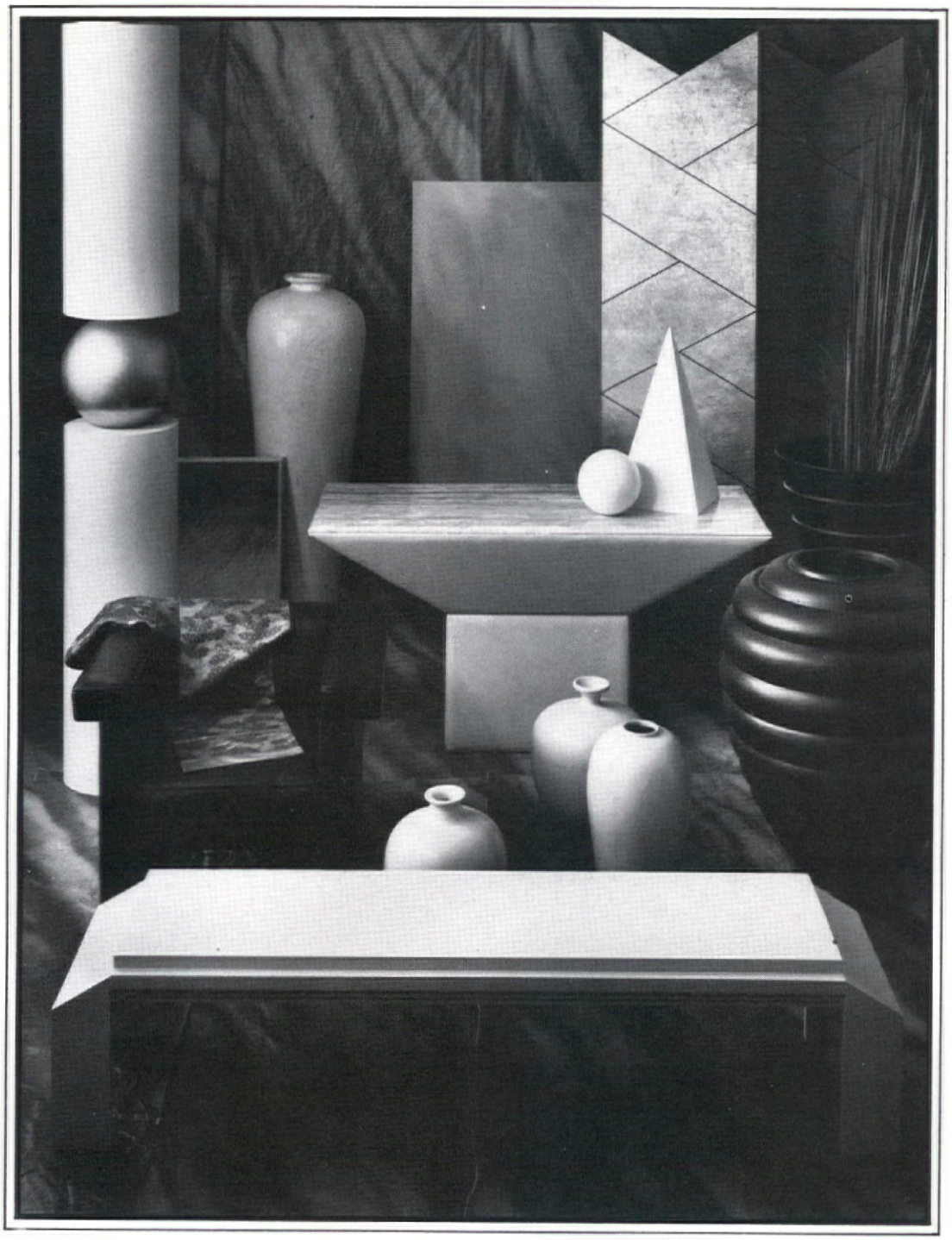

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INTERNATIONAL • FURNITURE • SYSTEMS

Design all the advantages of THINSENG into your line of swivel/tilt chairs. The ultra-low profile (only 1⅝") makes this mechanism ideal for contemporary designs—or to enhance styling in existing lines.

The new THINSENG swivel/tilt chair control has all the extra features for the '80's. The chrome vanadium steel dual torsion bars, enclosed in a hi-strength steel pan, eliminate protruding components. It is built with the quality you expect from Hoover Universal for rugged, trouble-free service. This THINSENG control has proven its reliability by extensive tests of over ½-million cycles and exceeds all B.I.F.M.A. test requirements. Now there are two THINSENG controls to help you create totally coordinated lines—whether a posture control or swivel/tilt. For complete information contact: Hoover Universal, Inc., Furniture Components Division, Georgetown, Kentucky 40324. Phone: (502) 863-3910.

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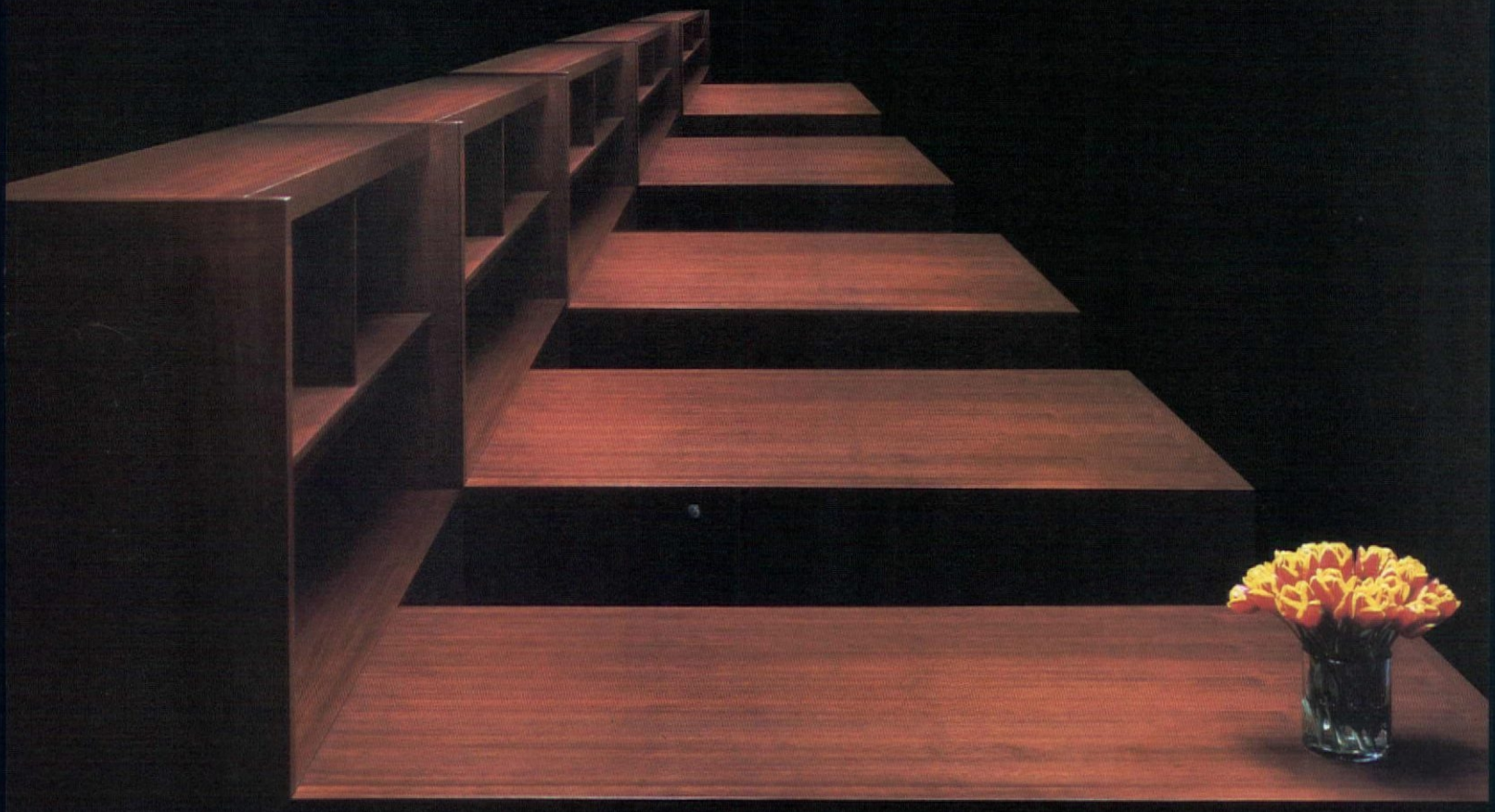
The THINSENG control brought low profile styling to posture chairs.

NOW The THINSENG control for swivel/tilt chairs!

HOOVER UNIVERSAL

GOLDEN OAK IS CLOSER THAN YOU THINK



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MANAGE YOUR SPACE

Seating demands comfort without taking up a lot of space. Emeco 33M Nesting Chairs are contoured, cool and compact.

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SHOWROOM: 1049A MERCHANDISE MART

Designed by Richard Ogg. Patent Pending.

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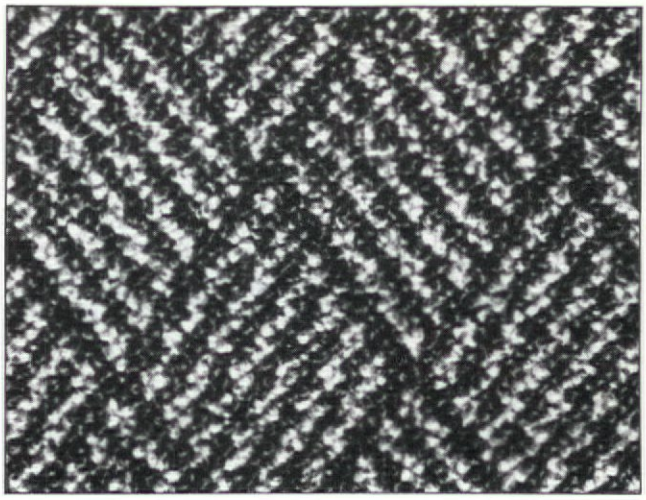
PRODUCTS & SERVICES



DIAMOND LINEAR PATTERN POPULAR FOR FLOORS

Classic styling of "Embassy" pattern combining diamond and linear graphics is formed with six-ply yarns. Carpet is manufactured of Herculon® olefin yarns from **Hercules** and constructed by Aladdin Mills. Carpet is available in six colors to coordinate with "Attache" pattern in 10 colorations. **Circle No. 492.**

EUROPEAN LAMP DESIGNERS GIVE U.S. THE SIGNAL

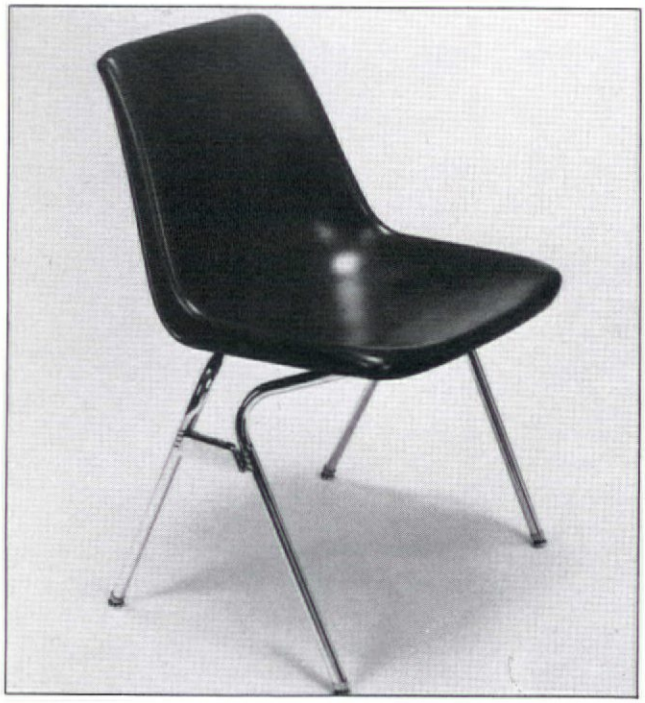
Signal, a new European-designed accent table lamp and ceiling fixture, is imported by **Koch + Lowy**. When ceiling-mounted, it can be used as a single unit or in multiples of varying lengths. Glass fixture is offered with a variety of trim options. **Circle No. 458.**

LOUNGE SOFAS CONTAIN FIRE-RETARDANT FOAM

Laurel and Largo lounge furniture from **August Inc.** contains inherently fire-retardant HR foam. Available on plinth bases or upholstered to the floor, furniture meets California flammability standards. **Circle No. 493.**

ALUMINUM LOUNGE HAS RATTAN LOOK

Rust-proof tubular-aluminum lounge from **Aluminaire** has the appearance of pole rattan. Called Mandarin, seating is offered in a choice of antique finishes with vinyl or weather-proof fabric cushions. **Circle No. 459.**



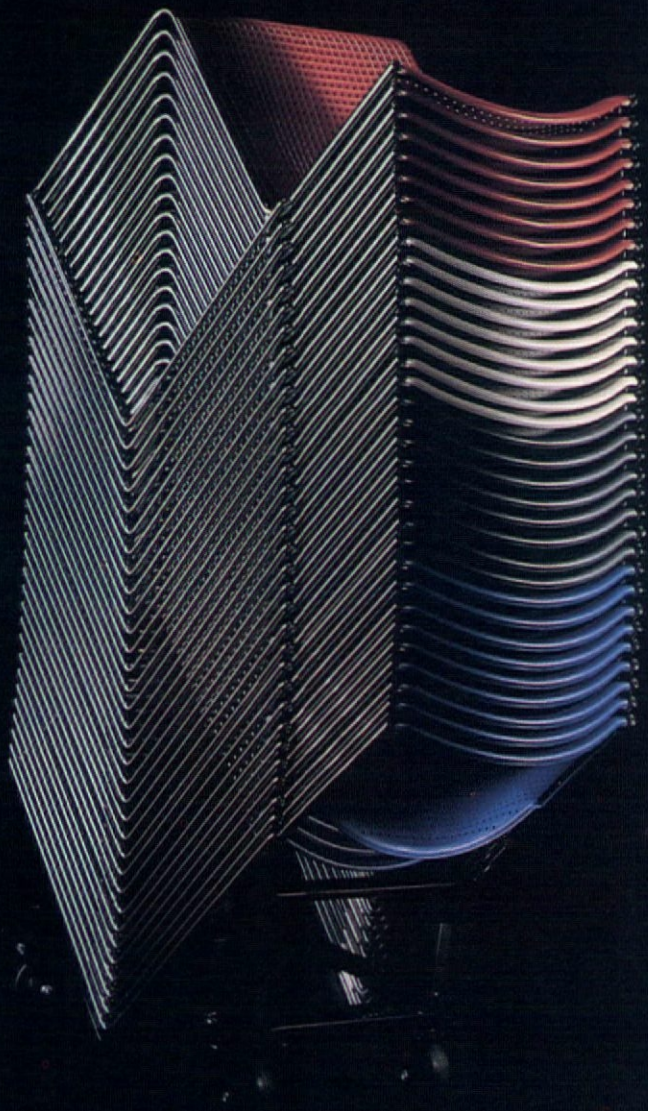
UNITIZED CONSTRUCTION IN STACK CHAIRS

Sturdy, tubular steel legs are welded to brackets on **Virco Mfg. Corp**'s series 7700 stack chairs for strong, unitized construction. One-piece shells, available in eight colors, have support flanges for additional strength. Optional, welded-on ganging device interlocks chairs to form semi-permanent rows. **Circle No. 494.**

DECORATIVE SURFACING NOW OFFERED IN 36 FINISHES

Addition of satin bronze and dark smoked chrome anodized aluminum finishes to **Chemetal Corp.'s** line of decorative surfacing materials brings the firm's total number of surfacing options up to 36. Genuine metal finishes are offered in maximum sheet sizes of 4- by 10-ft. **Circle No. 452.**

33M



MANAGE YOUR SPACE

Storage can be a real problem, but not any more. Emeco 33M Nesting Chairs can nest 33 high in only 63 inches.

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Designed by Richard Ogg. Patent Pending.

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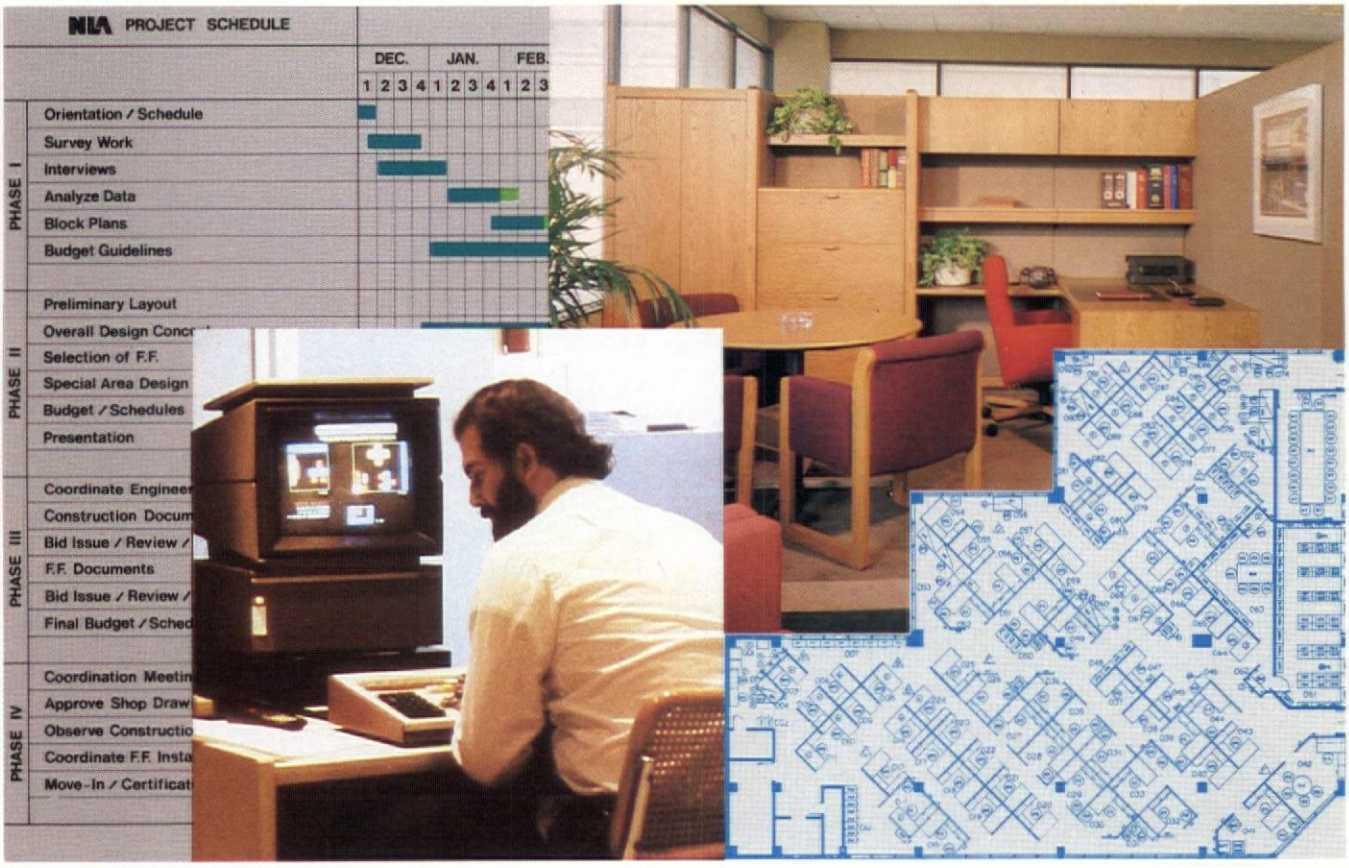

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"THE BEST OF BOTH WORLDS"

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PYROSONE® II

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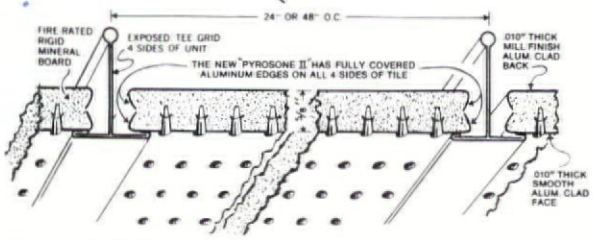
Thick (.010") aluminum shell with non-combustible rigid mineral board core.

EASY MAINTENANCE, GOOD ACOUSTICAL AND SOUND ATTENUATION RATING.



Easy installation—edge tiles can be field-cut with a knife.

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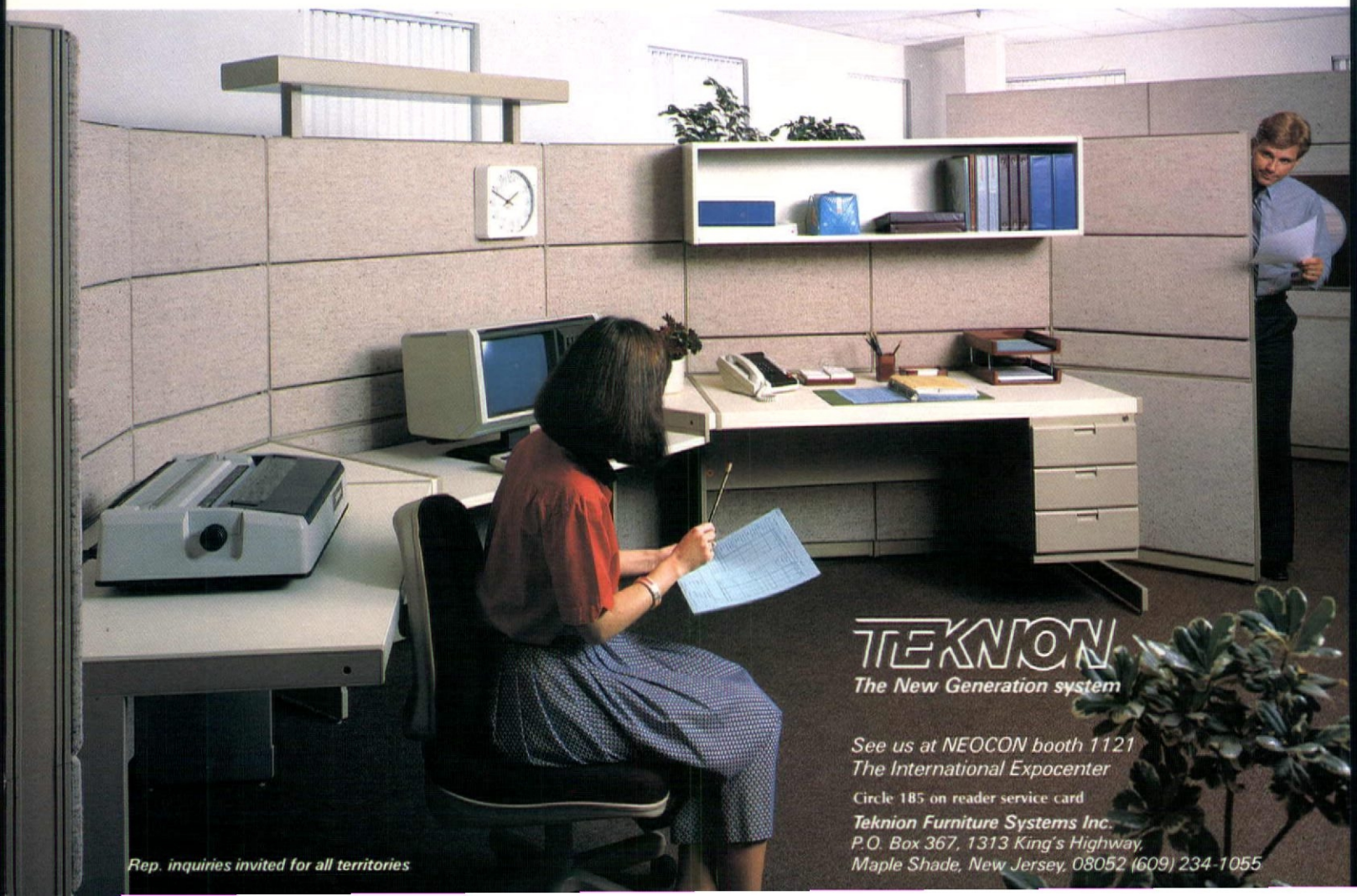

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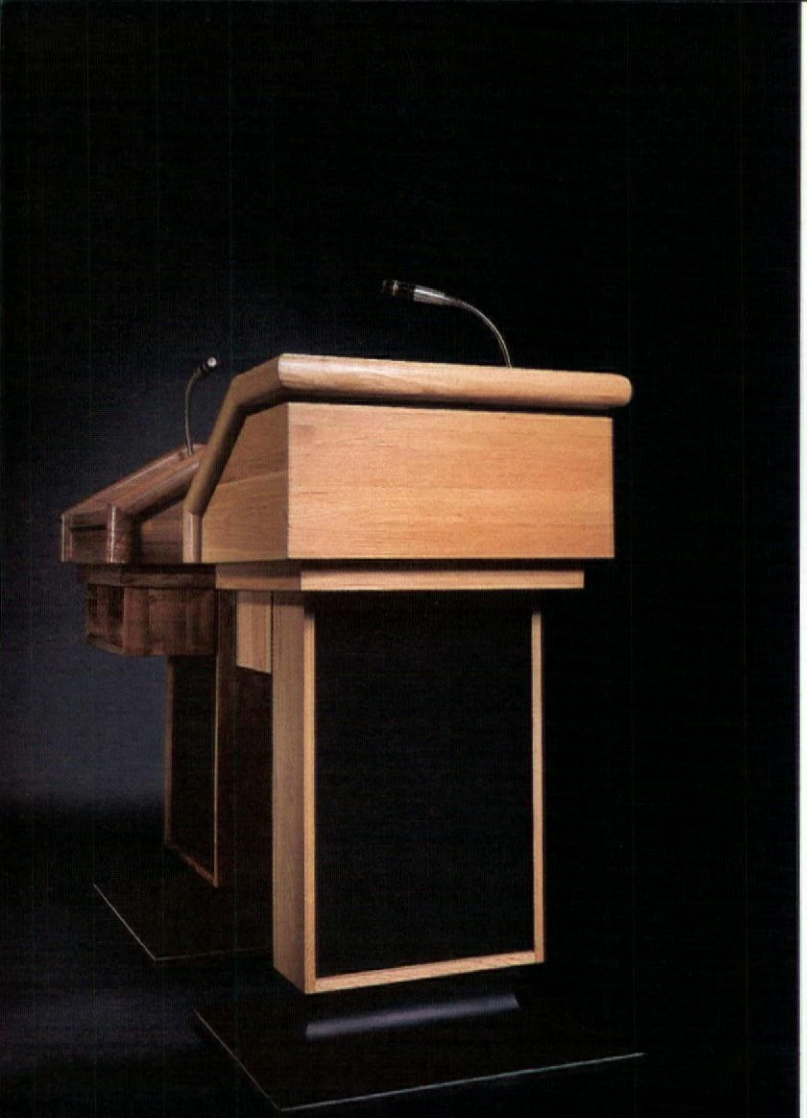

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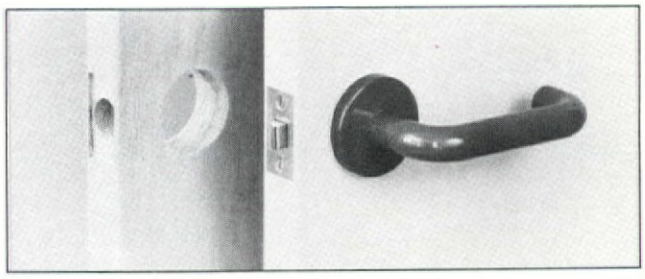

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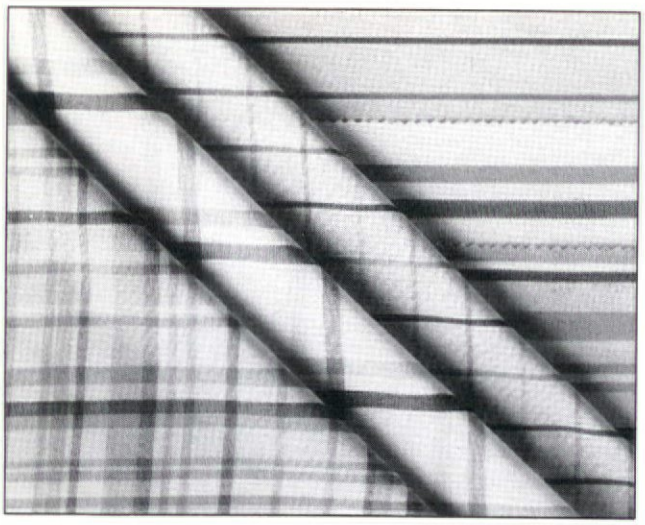

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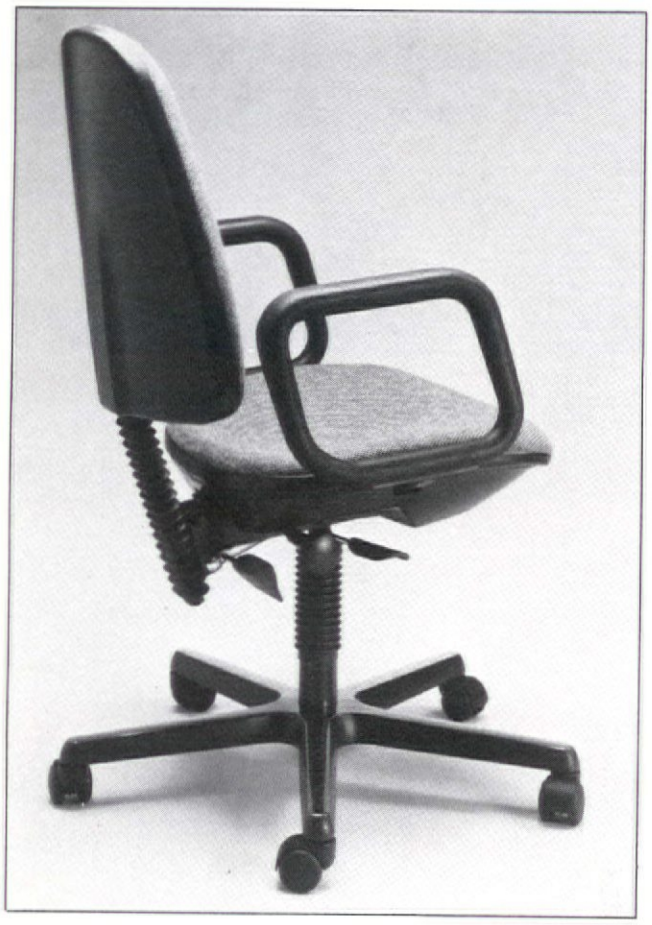

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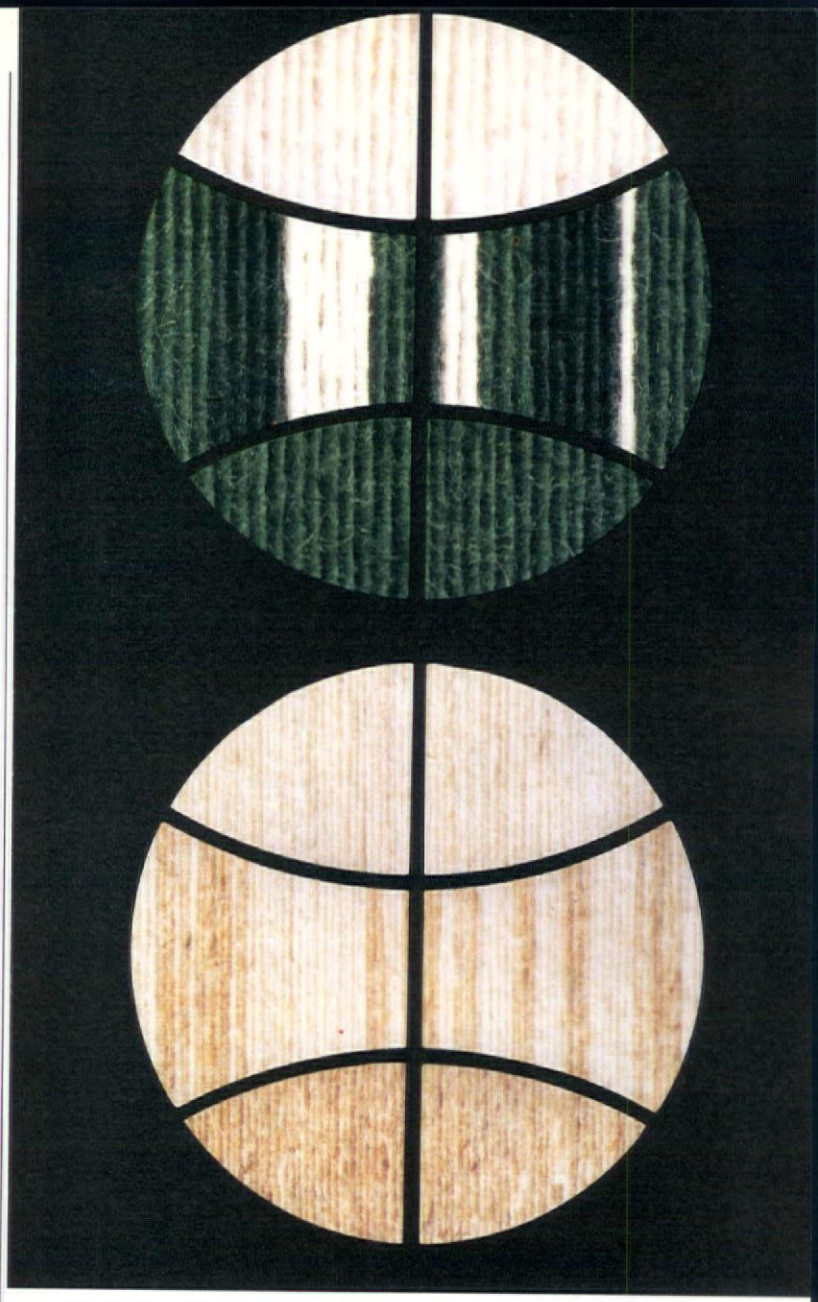

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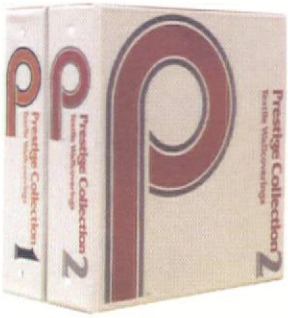

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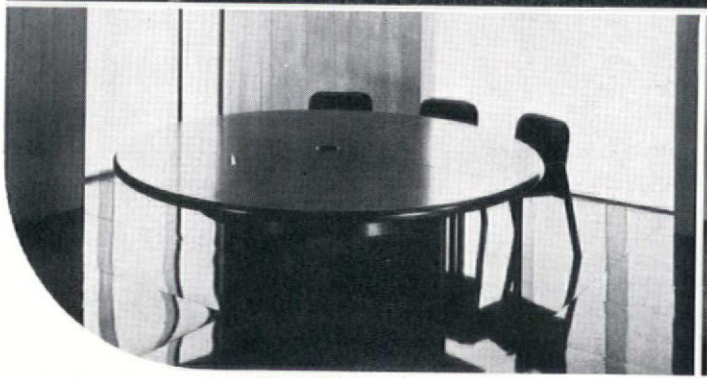

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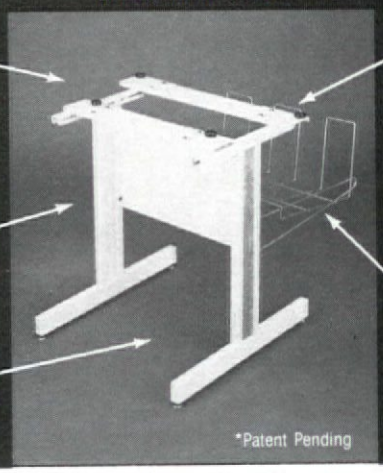

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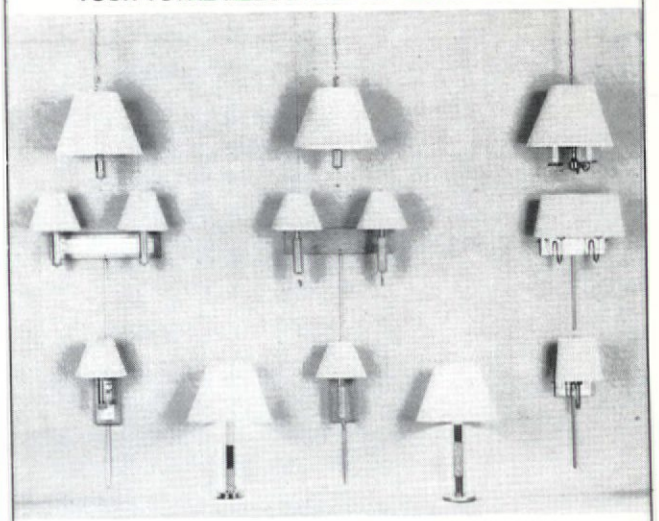

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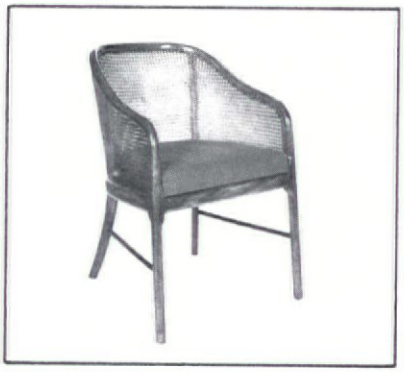

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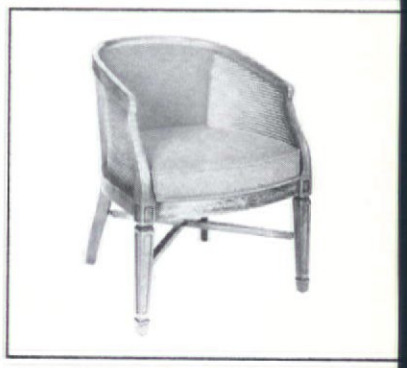

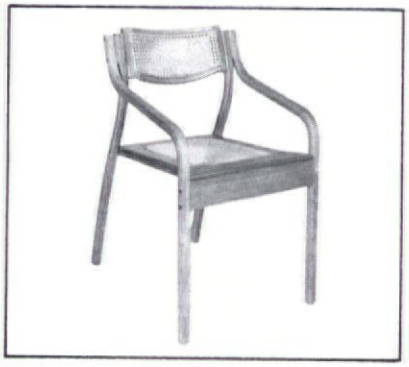
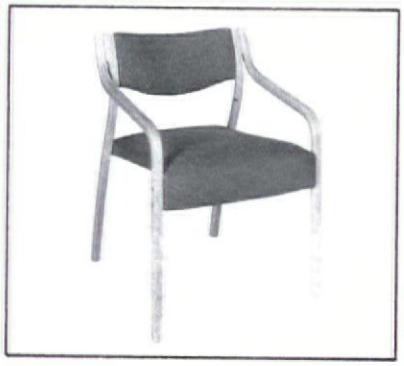

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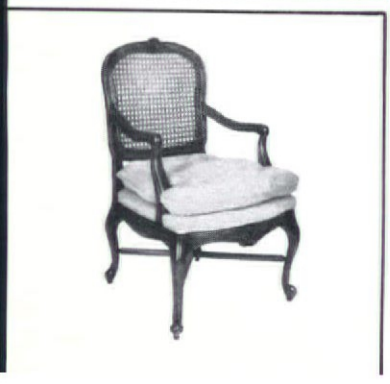

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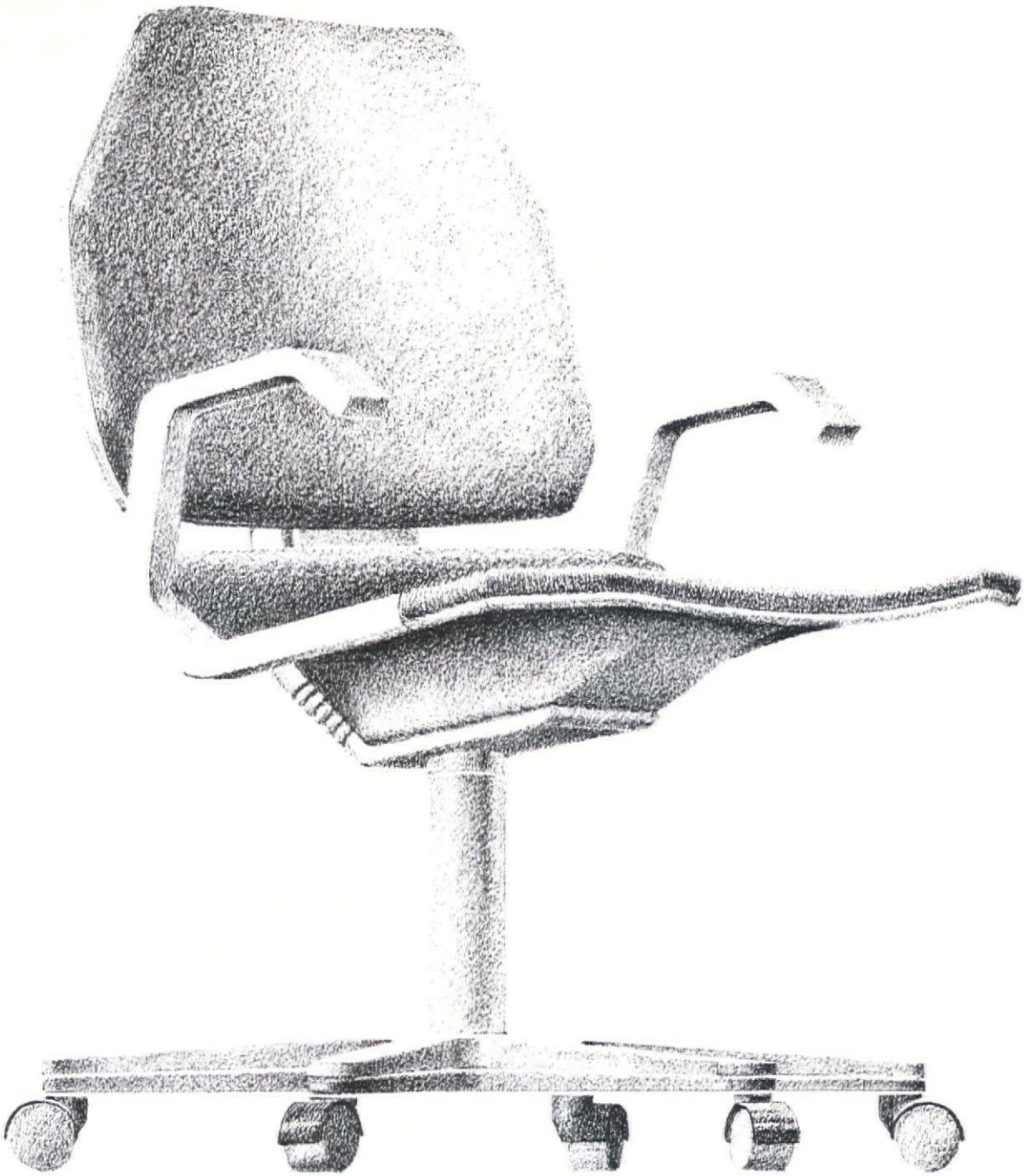

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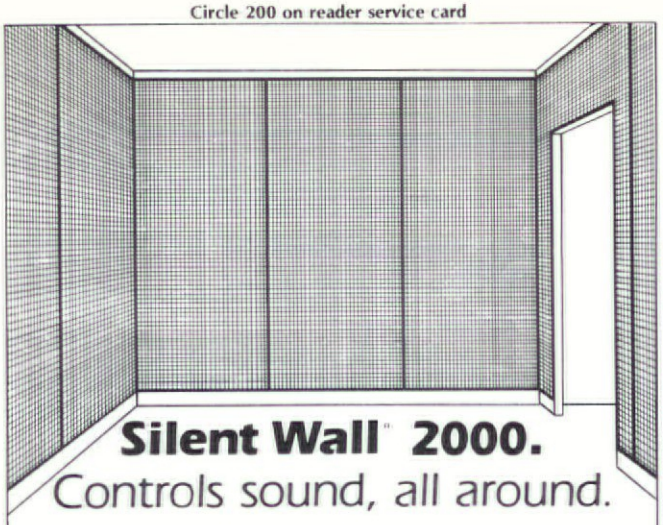

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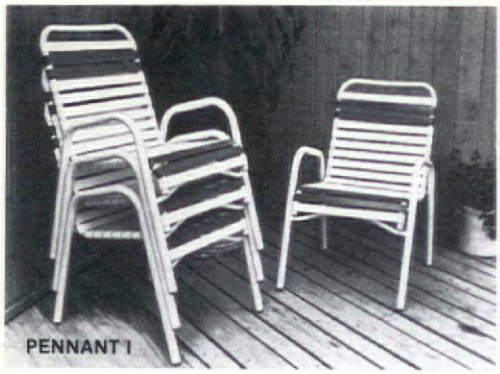
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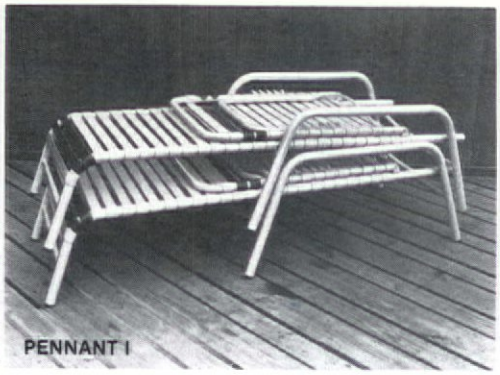
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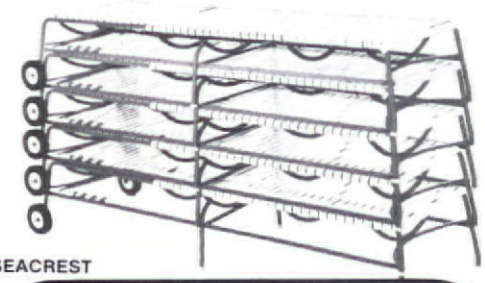
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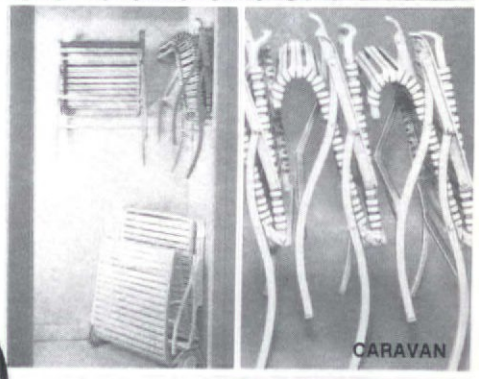
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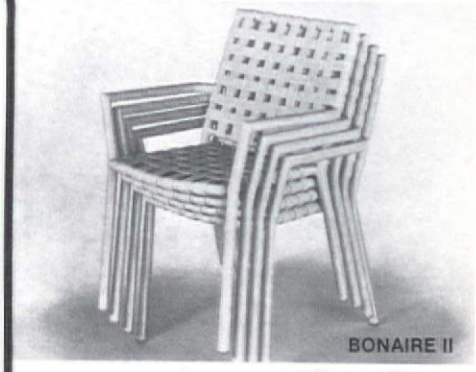
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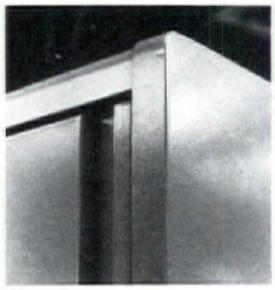

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Introducing our 820 line of finely crafted metal cabinets — storage, wardrobe, or bookcases with a radius detail. With a look that is compatible with the systems furniture of major manufacturers and a price competitive with "square" detail units.

The cabinet also features a full length, recessed door pull, available in standard sizes or fabricated to your exact specifications. Color to match all systems.

Contract specifiers (such as S.O.M., Murphy/Jahn and Gensler & Assoc.) come to Viking Metal for their fabrication needs. We are able to create what otherwise isn't available while maintaining competitive costs. For more information on our 820 line, or contract fabricating, call Sharon Bukas at 312/594-1111.

Above: Bell Laboratories installation.
Wardrobe Cabinet, wall brackets and shelves: Viking Metal.
Furniture: Steelcase.
Wall System: Monning.

VIKING METAL

Cabinet Company, Inc.

CONTRACT FABRICATORS

5321 West 65th Street, Chicago, IL 60636

See our display at the Ken Krauss Showroom, Space 885D, Merchandise Mart

apollo

Apollo, the quality behind design, has been renowned for the past 15 years as manufacturers of finely crafted cube and cylinder tables. So fine that they have been called jewelry.

Apollo Woodworking & Metal Corp., P.O. Box 685 Old Saybrook, CT 06475. For a catalog send $10.00, credited with first order.
Apollo has relocated to an expanded facility. Call us at 203-388-1237

Circle 215

ARCHITECTURAL, ENGINEERING & DESIGN FIRMS
WE **DESIGNED** OUR SYSTEM FOR YOU!!

Our **TOTAL PROJECT MANAGEMENT SYSTEM (TPMS)**, a computerized system, is designed especially for Architectural, Engineering and Design firms.

Now your firm can enjoy the benefits of a comprehensive, in-house management system, running either on Hewlett-Packard or Texas Instrument Computer hardware, both of which have an excellent reputation for performance and reliability.

*** APPLICATION FEATURES**

* Project/Job Cost
* Labor Distribution
* Automated Billing
* Cost Estimation
* Financial Statements
* General Ledger
* Payroll
* Accounts Payable
* Time Reporting
* Word Processing

*** OPERATING FEATURES**

* Menu Driven
* Screen Formatting
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* On-Line File Maintenance
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*** ONE SOURCE:** Hardware, software and support from the company you can depend on. "The Professional Company".

*** EXPANDABILITY:** Since each system is upgradeable, you can expand at any time, while retaining your initial investment.

*** EASE OF OPERATION:** Simple to learn applications.

*** FULLY DOCUMENTED:** Complete "User's Manual" available for all applications.

We believe in providing **TOTAL** solutions for your business needs.

TOTAL SOLUTIONS THAT ARE DESIGNED FOR YOU!

☐ Please send me more information.

I am interested in the following applications(s):

_____

☐ Have one of your representatives contact me.

Return Coupon To:

Professional Software Applications Inc.
"The Professional Company"
599 South Barranca Avenue, Suite 555
Covina, California 91722
(213) 915-5771

NAME: _____

TITLE: _____

COMPANY: _____

TYPE OF BUSINESS: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

PHONE NUMBER: _____

Circle 173 on reader service card

There are two ways to conserve wildlife.

Way Number One: zoos. Wonderful places, zoos. For people. For all of us to learn about animals from faraway places. For a glimpse of rare species that still exist only in zoos. But if the cougar and other wildlife could choose...

Well, there's Way Number Two: natural habitat. Enough of it to provide what all animals need to survive: food, water, cover and a place to raise their young. But does it have to be either/or?

In too many parts of the country we haven't yet found the right balance between our human needs and the animals' need for natural habitat. In too many places chainsaws and bulldozers are recklessly destroying habitat and with it the wildlife.

Solution? Wise conservation policies that can help protect habitats without stifling necessary development.

Recently the National Wildlife Federation acquired a 2,765-acre tract in northern California's Shasta Valley—the Lava Lakes Wildlife Area and Nature Center. With its lakes, marshes, forests, sagebrush and grazing land, the new area provides habitat for 67 species of mammals, from shrews to mule deer, along with waterfowl, fish, reptiles, amphibians, and some 150 species of birds.

That's the way to conserve wildlife—natural habitat. Space in America must be allocated fairly. That way, the animals will survive and so will we.

Help save a place for wildlife. Write Department 401, National Wildlife Federation, 1412 16th Street, N.W., Washington, D.C. 20036.

Save A Place For Wildlife.

NATIONAL WILDLIFE FEDERATION

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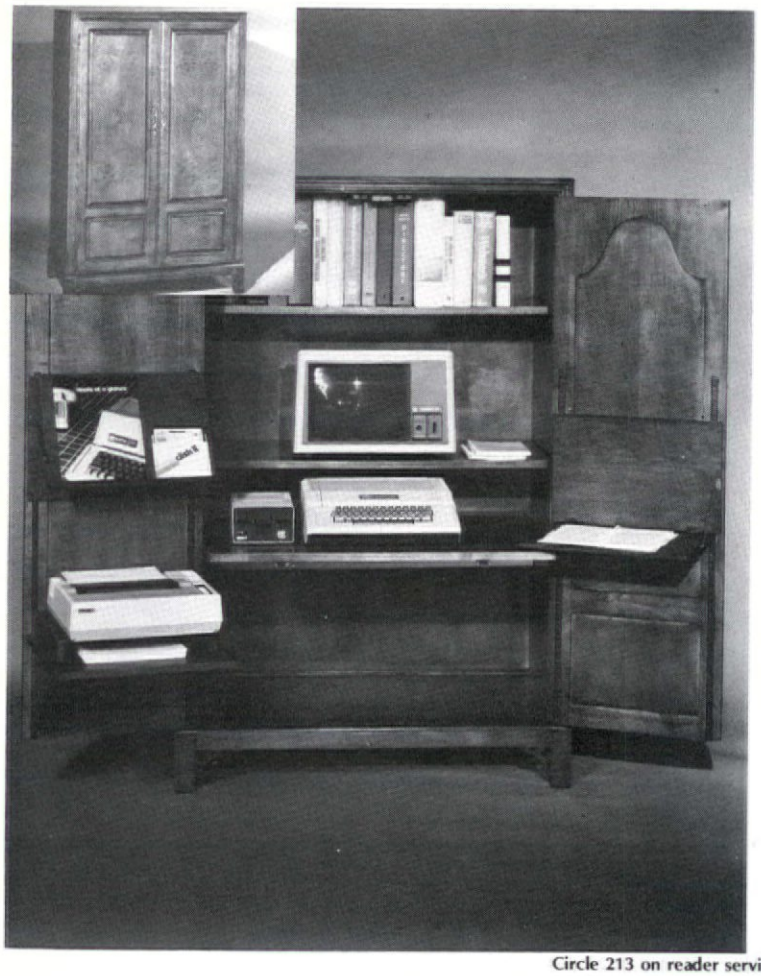
Circle 212 on reader service card



Computer Cabinet

the "Oakbriar Collection" by HEKMAN

A personal computer workstation
- **for the home, office**
- **and Executive Suite**

Designed to accommodate all personal computers.

Adjustable shelves and work surfaces.
Construction of maple solids and knotty oak veneers.
Pull-out work surfaces for keyboard and adjustable printer shelf offers the Executive the flexibility for individual needs.

HEKMAN FURNITURE
Grand Rapids, MI 49507
A Division of Beatrice Foods Co.

NEOCON space #1747 Merchandise Mart, Chicago, IL
Other showrooms: San Francisco, CA, High Point, N.C., Dallas, TX

Circle 213 on reader service card

A DYNAMIC LOOK AT THE QUALITY OF CHANGE...

...in the design profession, designed to provoke and to inform.

A blend of professional seminars and workshops, special presentations, acknowledgement of award-winning work, and gala festivities, all in Boston, the cradle of American intellectual and artistic heritage.

Plus the International Exposition of Designer Sources, a grand assemblage of products and innovations developed by the leading firms in the interior design source industry.

For registration forms and exhibitor contracts, contact the American Society of Interior Designers, 1430 Broadway, New York, NY 10018; call (212) 944-9220.

ASID
American Society of Interior Designers

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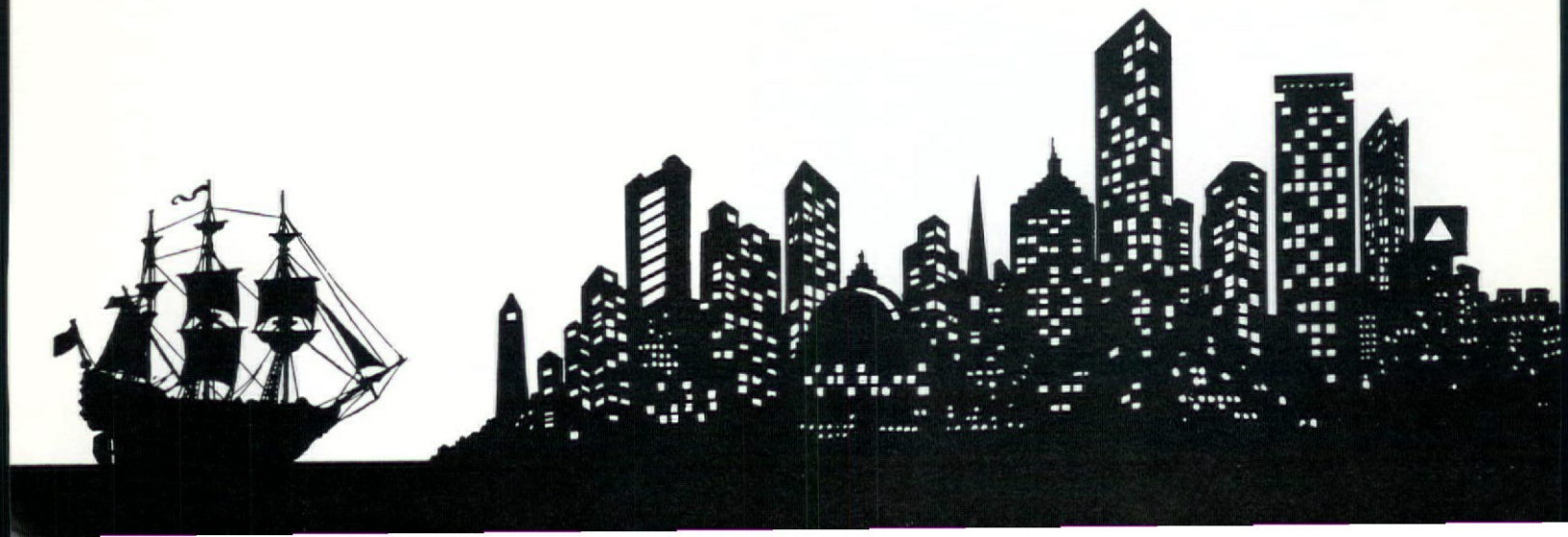
REVOLUTION EVOLUTION 1776-1983

ASID National Conference and
International Exposition of Designer Sources
Boston, July 28 thru August 1, 1983



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SOLID OAK

A COMPLETE LINE

Manufacturers of Fine Restaurant and Institutional Furniture

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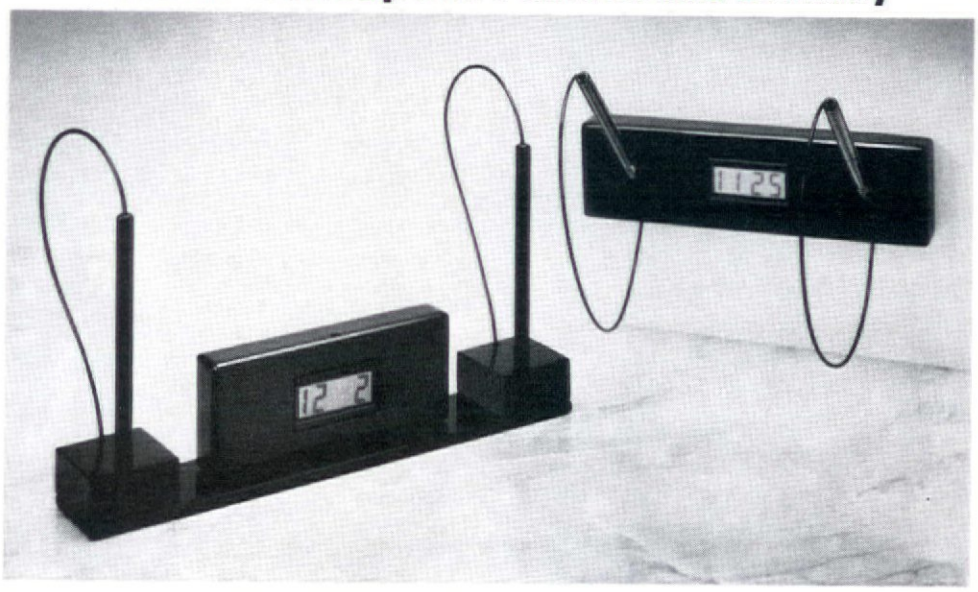
WINCHENDON, MA 01475
PHONE: (617) 297-1500

The Digital DATE-WRITE®
A New Concept In Functional Beauty



We invite you to see our Digital Series . . . and all of the exciting new designs in the entire Date-Write System of Check Desk accessories and interior graphics at NEOCON XV.

Merchandise Mart · Chicago · SUITE 1056

allyn BANK EQUIPMENT CO.
DATE-WRITE® DIVISION
Phone: 312–274-3731
2616 W. Peterson Avenue Chicago, IL 60659

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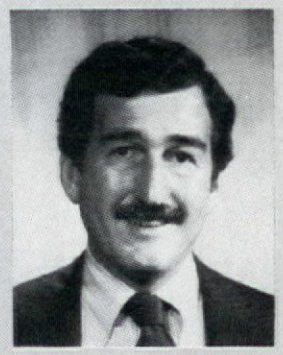
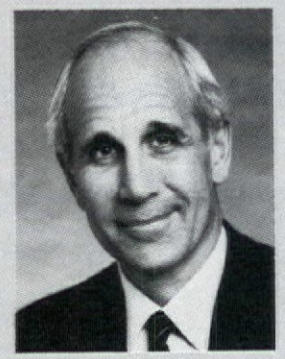
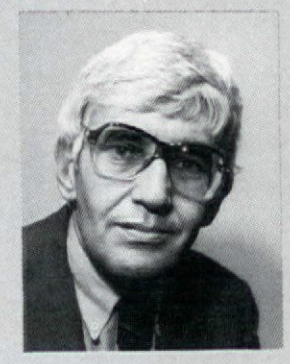
"Honor is purchas'd by the deeds we do..."

Christopher Marlowe



This year, because of their industry contributions and philanthropic leadership, the Design, Furniture and Space Planning Division of the U.J.A.-Federation, is honoring three distinguished leaders. ■ They are, Neville Lewis of Neville Lewis Associates, Inc., Michael Kempler of George J. Kempler Co., Inc., and Michael Steinberg, V.P. of Bloomingdale's. ■ This outstanding social event, which will serve as our industry's fund raising effort on behalf of the U.J.A.-Federation campaign, will take place on Tuesday, June 7, 1983 at 6:00 P.M. during a smorgasbord cocktail party and dinner at the Hotel Pierre, Grand Ballroom. ■ Your presence will do honor to these distinguished leaders and to yourself. ■ Our Guest Speaker will be Lloyd Bell, FASID, of Lloyd Bell Associates.





Call Bernie Silverman, Chairman or Edith Claman, Dinner Chairperson, or Mel Nadell and make your reservation today: (212) 980-1000

Design, Furniture & Space Planning Division

UNITED JEWISH APPEAL—FEDERATION OF JEWISH PHILANTHROPIES
130 East 59th Street, New York, NY 10022

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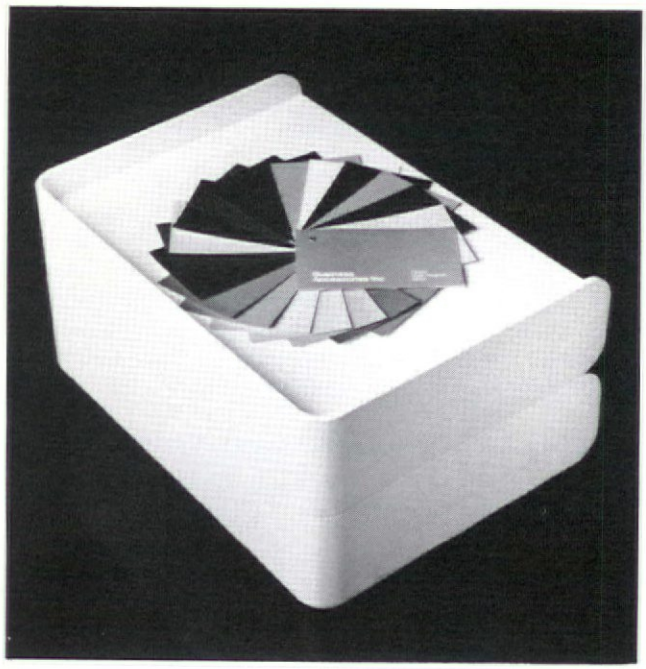

20-COLOR RANGE OFFERED FOR DESK ACCESSORIES

Business Accessories' contoured, plastic desk accessories are available in 20 standard as well as custom-blended colors. Injection-molding and plastic coloration are accomplished in-house. Products carry a five-year guarantee against breakage. **Circle No. 484.**

Circle 218 on reader service card

RPI Designs

Our new line of seating and receptacles with wood tops combines the beauty of natural wood with the durability of fiberglass. They are ideal for many indoor applications.

We carry a wide variety of furniture, superior in design and available in 28 colors.

RPI Designs
7079 Peck Road, Marlette, Michigan 48453
Telephone (517) 635-7465

THE DESIGN EXCHANGE

The Design Exchange is the dynamic revitalization of a turn-of-the-century building in Kansas City's Historic Garment District. Now developed exclusively for design-oriented professions. A center for architecture, interior design and contract furnishings, graphic design and commercial art. Space is available to qualified offices, studios and showrooms. Call or write for information.

712 Broadway, Kansas City, Missouri 64105, Telephone 816 842-2177

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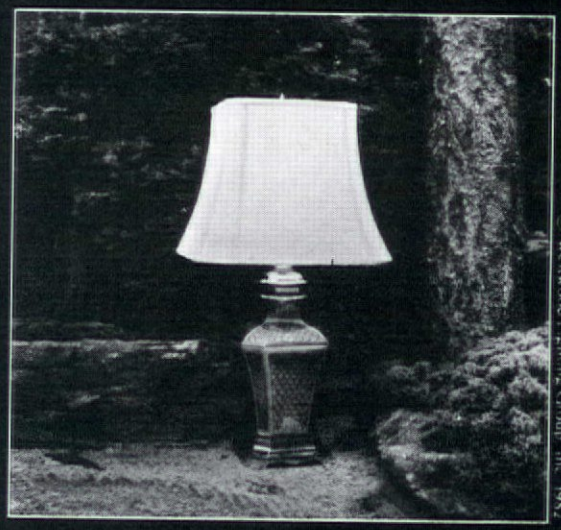
ANOTHER WESTWOOD LAMPSCAPE



© Westwood Lighting Group Inc. 1982

A Westwood lamp is functional and beautiful. From traditional design to oriental, Westwood backs quality construction with over 60 years of dependable service. Contact Director Patrick Costigan at (412) 364-7488 with all inquiries. Westwood Lighting Group, Inc., 177 Genesee Avenue, Paterson, N.J. 07503

WESTWOOD
LIGHTING GROUP INC.

Circle 219 on reader service card

A complete price list for Lista contract furniture is now available. All specifications data and scale drawings of product offerings are included. **Circle No. 474.**

Improvements on Curtis' 280 seating series are detailed in a new brochure. Modifications include adjustable posture control, new cushioning, and a wide range of seat heights. **Circle No. 475.**

New 1983 prices for Neo-Ray lighting products are now available. A wide product range is illustrated and described in the 68-page pricing catalog. **Circle No. 468.**

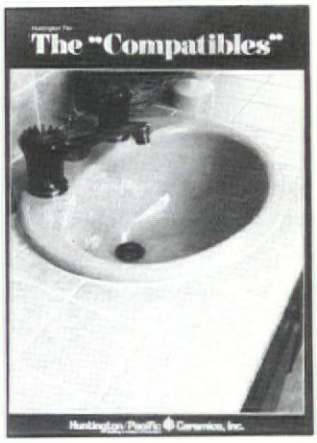
Arconas has recatalogued all brochures, price books, and swatch cards to aid specifiers in selecting Arconas products. New literature is now available from the firm. **Circle No. 467.**

Gardco Lighting's new catalog describes direct and indirect interior lighting systems. The 12-page guide details numerous product features including mounting method options, uniform light distribution and glare control. **Circle No. 469.**

Charvoz-Carsen's 1983 Dauphin System seating catalog features the firm's top nine ergonomic chairs. Color choices, quick-ship and UPS data are included. **Circle No. 470.**

Price lists and specifications data for DigiPulse time display systems are included in a new brochure from Display Graphics. Digital-based system is offered in a range of standard and custom configurations. **Circle No. 477.**

Tile and bathtub colors are easily matched with "Compatibles" bathtile collection from Huntington/Pacific Ceramics Inc. A new brochure describing the tile color line is now available. Photos illustrate bathroom and kitchen plumbing fixture/tile combinations in a variety of settings. Tiles can be used for countertops, walls, shower stalls, bathtubs, and backsplashes. Trim pieces are also offered. **Circle No. 471.**



Mountain Ash

A warm inviting look for the uncommon guestroom. EBCO's new Mountain Ash design group uses solid wood moulding to outline each piece, beautifully matched to light or dark Mountain Ash laminate. Available in a full range of beds, desks, nightstands, storage units and dressers. Write for information now.

See us at Neocon
162 N. Franklin, Suite 401

Ebenreiter Woodworking Company
Sheboygan, Wisconsin 53081 414-458-8731

EBCO

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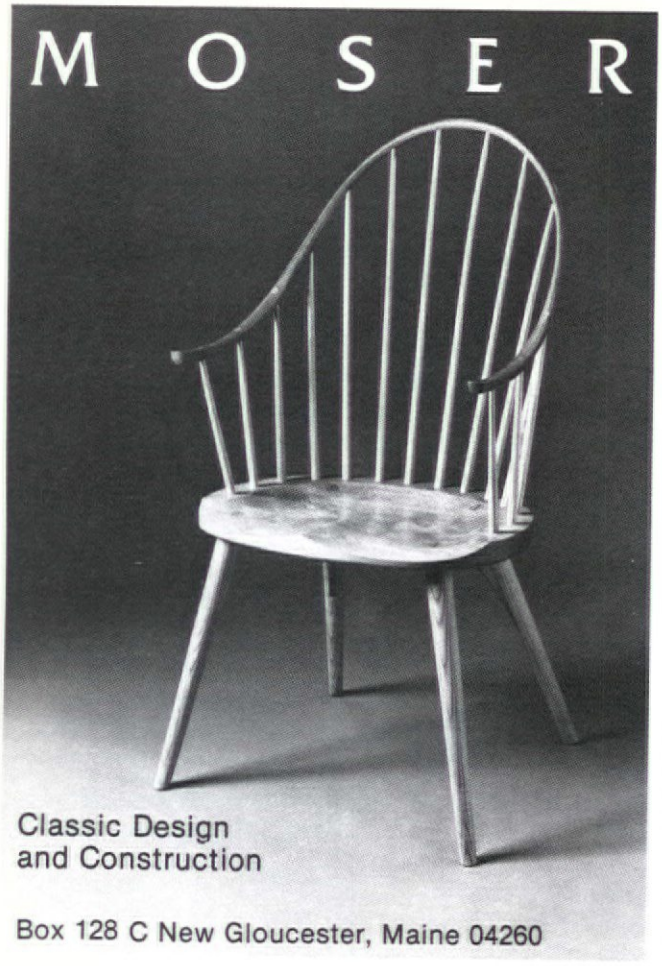
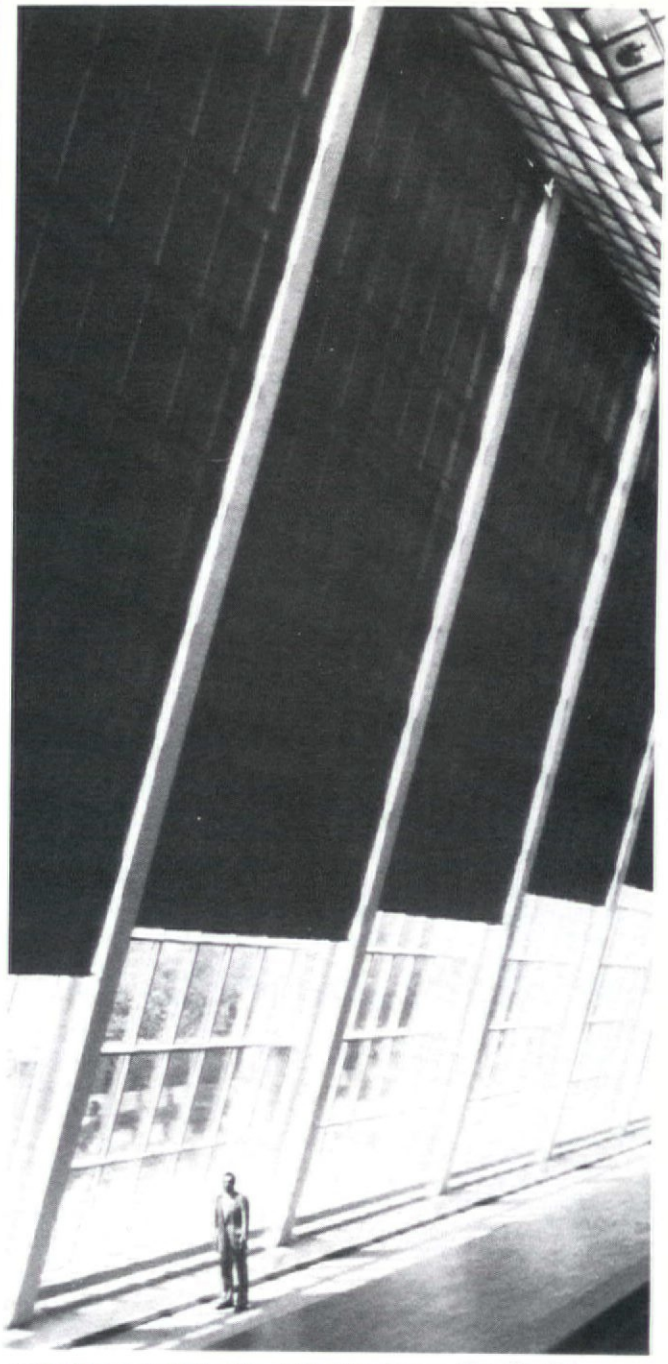
Circle 221 on reader service card



FREE INFORMATION FAST

Use handy Reader Service Card for quick and convenient response to products displayed in this issue.



Roche Dinkeloo's Rockefeller Wing – Metropolitan Museum of Art – New York City – 11 individual motorized shades covering an area 300' by 60' high.

SOL-R-VEIL fabrics of plastisol coated fiberglass produces a non-flammable, strong, colorfast and dimensionally stable fabric which filters solar heat with minimum reduction of see-thru or loss of natural light.

This innovative shading system has been widely accepted by leading architects throughout the country for both interior and exterior use, particularly, with the wide acceptance of skylighting and greenhouse construction.

SOL-R-VEIL® Inc.
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Circle 222 on reader service card

CLASSIFIED ADVERTISEMENTS

RATES: A standard classified ad costs $57.00 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. **DEADLINE:** 1st of the preceding month. **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

REPRESENTATIVES WANTED

CONTRACT REPS WANTED—Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write: Sales Manager, CONTRACT, 1515 Broadway, New York, NY 10036.

Sales Rep for wall decor company. Framed S/N, lithos, prints and art posters. Can be compatible with other furnishing lines. Reply area covered, other types of lines repped. Box 266, CONTRACT, 1515 Broadway, New York, NY 10036.

MFG. REPS WANTED for U.S. territories to handle our line of partitions. Choice territories available. Please send complete details on your organization and list lines carried in a letter to Box 1527, Arlington, TX 76010.

National Company in Acoustical Market—Panels, Baffles, Banners and Contract Fabric—is seeking qualified representatives. Selected territories available for reps calling on designer/specifier and architectural market. Respond with resume, describing lines carried and territories covered. Regency, 66-26 Metropolitan Avenue, Middle Village, NY 11379. See our full page ad in this issue and review our entire line in NEOCON, in Space 1362A.

REPRESENTATIVES WANTED

FURNITURE SALES REPS

MFGR. QUALITY UPHOL. & WOOD, SEEKS REPS. EXPERIENCED WITH FOLLOWING: ARCHITECTS, DESIGNER-SPECIFIERS FOR GEORGIA, FLA.; CHICAGO & MID-WEST, OHIO, MICHIGAN; NO. CALIF. OR WASH. WYCOMBE, MEYER, CO. (212) 753-2010.

REPS WANTED

We have several territories open for qualified representatives familiar with the contract market. Ohio, Michigan, North and South Carolina, Virginia, New England States, Florida, Georgia and Colorado. Reply to Box 298, CONTRACT, 1515 Broadway, New York, NY 10036.

SHERATON, HILTON, WESTIN

Waldorf Astoria, Adolphus, Stanford Court, Fairmont use guest room casegoods by Glenn of California. Join us to bring 35 years of quality and experience to hotels in your territory. Contact: Jeff Baron, 751 E. Artesia, Carson, CA 90746, or call (213) 770-2200.

REPS WANTED for national contract fabric company calling on architects, specifiers, contract designers, health care units, institutional market and interior designers selling upholstery, cubicle curtains, bedspreads and draperies. Many territories open. Contact or send resume-Contract Decor, Inc., 1243 North Bogie Road, Palm Springs, California 92262, 619/320-5566.

Institutional furniture manufacturing of quality contemporary items. Well established line, national sales force. Home office and factory in Central Pennsylvania. Very profitable company with top marketing skills. Box 297, CONTRACT, 1515 Broadway, New York, NY 10036.

Come help us introduce a new line to the USA. We need experienced, aggressive representatives now calling on architects, space planners and interior designers. This line, the first total systems approach to audiovisual furniture, is the prime seller in Europe and we tend to make it so in the USA. If you want to join in on the beginning of this exciting venture, visit with us in Booth #940, NEOCON International. Judge for yourself the potential of the Weyel Audiovisual Furniture System.

Manufacturer of highest quality desk accessories seeks manufacturers representatives to call on dealer trade, architects, specifiers, and corporate accounts. We are introducing an exciting new line of wall accessories and will give first consideration to those individuals presently representing a panel system line. Reps wanted for all areas. Send replies to: Eldon Office Products, 1130 E. 230th Street, Carson, CA 90745, Attn: Bill Echols.

CONTRACT WALLCOVERING REPS WANTED

Fast growing multi-division company seeks aggressive sales representatives for diversified lines of contract wallcoverings. To call on architects, contractors, designers and specifiers. Excellent commission. Most territories still open. Reply to Box 177, CONTRACT, 1515 Broadway, New York, NY 10036.

REPRESENTATIVES WANTED

National Manufacturer of office furniture case goods is seeking experienced representatives to call on dealer trade, architects, specifiers and corporate accounts. Many established territories are available. Please send resume to: Laminates Unlimited Inc., 2720 Sisson Street, Baltimore, MD 21211, or call Norman Yasse 1-800-638-4111.

Sales Representative to Design Community Houston Area. Floor covering products including tufted, woven, handmade products. Send resume to: 23950 Commerce Park, Cleveland, OH 44122. Attention: John Wolfe.

Sales Opportunity: A future for the right person. Two territories open, western market and southeast market. Calling on distributors, mass-retailers and home centers. Salary, commission and expenses. Send Resume To: Gil Liebert, Importex, 1201 Story Ave., Louisville, Ky. 40206

SALES REPS WANTED

New Contract fabric firm with 100% wool uph. line. Highest quality with outstanding colors for today's market. All applicants must have extensive experience in the contract field. Most territories available. Send resume to Elliott/Fabian Fabrics Inc. 523 Ave. of the Americas New York, N.Y. 10011.

BUSINESS OPPORTUNITIES

Contract furn dlr, ceiling/wall contractor w/20 yrs promo selling in NYC mkt seeks merger/association with mfg, dealer or General/Specialty Contractor. Space planner, arch, and G.C. contacts. Exclusive, profitable franchises could be part of deal. Reply Box 296, CONTRACT, 1515 Broadway, New York, NY 10036.

BUSINESS DEVELOPMENT SPECIALISTS to the ARCHITECTURAL INDUSTRY

- Acquisition Research and Negotiation
- Marketing Studies and Consultation
- Industrial Real Estate Services

Product Crafters Incorporated
646 Highway 18
East Brunswick, NJ 08816
Attention: Jared March
(201) 238-1470

HELP WANTED

MANAGEMENT OPPORTUNITIES ($30-$100,000)—20 yrs. exp. in the Search and Placement of mid to upper level executives on a national basis. Our nationwide clients seek Sales and Marketing Managers, Manufacturing and Engineering Executives, V.P.'s and Presidents with Contract Furniture experience. Client co's assume all costs. Contact in strictest confidence: Yvonne Crawford, Contract Dept., COOK ASSOCIATES, INC., 35 E. Wacker Dr., Chicago, IL 60601. 312/263-1119.

SYSTEM SPECIALIST

Growing office furniture dealer needs experienced salesperson to develop corporate accounts. Corporate selling experience and established clientele needed. Reply to: Farkas Business Interiors Inc., P.O. Box 1254 R, Morristown, NJ 07960. (201) 267-1055.

MARKETING MANAGER

Involvement in marketing functions: strategy, product development, policies, programs, markets, distribution, customer service, advertising, promotion and selling large jobs. Also project accomplishments to improve operations through new procedures, methods and systems, select, train, organize, inform, control, motivate marketing and sales people.

Requires college and heavy weight experience preferably in metal contract furniture. Salary open with excellent benefits and trust funds.

Send confidential resume Attention:
Norman,
Fixtures Furniture
1642 Crystal
PO Box 6346
Kansas City, Missouri 64126
EOE

THE FURNITURE AGENCY INC.

We have job opportunities for all levels of management, supervision and sales in Contract Furniture and related industries. All costs paid by client company. Applicant and client company inquiries invited. P.O. Box 53, High Point, NC 27261 (919) 885-2095.

HOTEL-MOTEL SALES OPPORTUNITY

Young, aggressive, well-capitalized Western Michigan firm seeks knowledgeable, responsible "class" individual to head-up sales of better quality hotel-motel room furniture. Successful applicant will receive salary, expenses, good fringes plus excellent commission potential. Applicants should have experience with blueprints/custom casegoods and have good contacts in the hotel-motel field. Job will require medium travel to work with some established territorial reps plus require making new contacts in a direct selling effort. Send resume and salary history to P.O. Box 2472, Grand Rapids, Michigan, 49501.

SALE REP: FURNITURE

N.Y.C., N.J., CONN. to Designer-Specifiers & Architects—Experienced—Upholstery & Wood. Prefer Rep. Non-Conflicting Lines. WYCOMBE, MEYER CO.—Mfgr.—(212) 753-2010.

YOUR AD HERE WILL GET RESULTS!

CAREER OPPORTUNITIES

Marriott Corporation, one of the fastest growing companies in the U.S., needs career-minded professionals to augment its corporate-based staff in the following disciplines:

Purchasing Agents/ Buyers

5 or more years in a professional purchasing role and some solid exposure to **any** of the following commodities:

Carpet
Kitchen Equipment
Upholstered Furniture

Interior Architectural Designer

Degreed Architect with 3 or more years experience in the design development of commercial/residential interior spaces including color and fabric selection.

Food Facility Designer

5 to 8 years experience in layout, production and design of food service facilities (back of the house commercial kitchens, banquet services, etc.)

If your expertise lies in one of these areas, please call me from 8am - 4pm (EST), Monday - Friday, at our Toll Free Number: 1-(800) 638-6707, Ext. 7048. Or call me at (312) 944-6300 if you're in Chicago from June 14 - June 17.

Bonnie H. Glover
Manager, Professional Placement

Marriott corporation

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For the Industry by Executives
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516 261 8880

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Established contract rep organization Tx/Ok/Ark/La seeks quality lines for Banking / Computer / Healthcare / Education / Resort / Hospitality / Lodging industries. Successful Quick-Ship / catalog / following preferred. Reply Box 295, CONTRACT, 1515 Broadway, New York, N.Y. 10036

Experienced, aggressive representative group covering dealers, architects and designers in Illinois and Wisconsin seeking case goods, seating, accessories, and fabric lines. Reply to Box 299, CONTRACT, 1515 Broadway, New York, NY 10036.

MISCELLANEOUS

ATTENTION: Contract furnishers, architects, designers, and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 24th Floor, 1515 Broadway, New York, NY 10036.

On August 3, 1492, Christopher Columbus set sail from Spain, seeking honor and wealth by establishing new trade routes with India. Since he had miscalculated the circumference of the earth by 6,331 miles, he was destined to spend years in a vain search for the mainland of Asia. In 1502 he died poor and forgotten.

If you want to reach spice merchants, pick the right continent.

Success is always easier to grasp if you're in the right place, talking to the right people. BPA-audited (Business Publication Audit of Circulation, Inc.) magazines let you know exactly where your ads are going. BPA audits the job title and description of people who receive our magazines, so you know to whom you're talking.

BPA We count, so your ads will.

This BPA-audited magazine donated the space for this ad, with creative and production costs contributed by BPA agency and advertiser members.

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For more information on advertisers in this issue, circle corresponding reader service numbers.

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